

JARED G. WEST

OBJECTIVE

I'd like to utilize my skills to serve Purdue University in a management-level position that will allow me to stretch myself creatively, technically, and professionally.

EXPERIENCE

2013—present **Purdue Alumni Association**

West Lafayette, IN

Director of Web Content and Analytics

Systems Integrations

- Implemented Purdue Libraries access for alumni: Collaborated with Libraries Department to create authentication and proxy system
- Purdue Alumni mobile application: Set up initial data load of living alumni for MobileUp application, designed and implemented daily data push/pull for updating records via web services
- Developed connector software to push CMS events to Purdue University calendar
- Tested BoilerToBoiler mobile application, ran testing phases, suggested changes

Management

- Attended and contributed to weekly meetings with all departments across the Purdue Alumni Association, often consulting on IT projects
- Facilitated meetings between developers, project managers at technology companies (MobileUp, GNAR, Purdue Libraries, iModules, etc.)
- Worked closely with University Development Office on data security and data transfer topics
- Closely involved with onboarding new employees
- Just for fun, I administered the Purdue Alumni Lunch Club: it's great for getting to know one's colleagues outside of the work setting.

Web Development

- Managed 2016 web redesign process from start to finish
- Transitioned site from mobile and desktop to responsive design with more frequent content updates
- Spoke at iModules user conference, gave hour-long presentation on redesign process

Web Content Management

- Updated web content on a daily basis: homepage news stories, feature articles, and events, using HTML, CSS, JavaScript
- Created e-commerce forms for campus and alumni club events
- Wrote/edited copy for postings
- Trained staff members of varying technical abilities on using CMS to create and update department webpages
- Completed weekly identity checkpoint grid merge

SEO/Accessibility

- Fluent in SEO best practices, maintain web compatibility with accessibility guidelines

Application Development

- Created, developed, maintained several custom applications in PHP/Codeigniter
- Developed check-in application to allow student ID card swiping at events
- Developed online voting application for yearly board member/trustee election

Analytics

- Queried, pulled and formatted membership data for Purdue Alumni staff members
- Created Tableau visualizations and Google Analytics presentations

Technology Coordinator for Alumni Association

- Ordered/purchased/maintained technology equipment for all staff
- Worked closely with ITaP to upgrade hardware and push software
- Oversaw technology for new satellite location in Purdue Memorial Union (Boilermaker Station). Managed activation of network PICs for voice and data, determined needs and ordered new workstations, laptops, and printers. Purchased and configured server for CMS that displays active content wall.
- General IT duties: fixed printer issues, troubleshooting of hardware/software problems, scheduled office moves, provided phone support for staff and alumni. Backed up systems weekly.

Graphic Design

- Created, designed and coded email templates
- Created webpage layouts and templates
- Cropped, color corrected, edited photos
- Video production: animated a talking rabbit for the Boilermaker Ball, created an animated video for Purdue Astronaut Alumni Reunion

Event Participation

- Supported after-hours events such as the Boilermaker Ball, Senior Send-Off, Dauch Christmas Open House

2010—2013 Network for Earthquake Engineering Simulation West Lafayette, IN

Technology Specialist

Web Development

- Oversaw entire NEEShub redesign project – coded new templates for site, HTML, CSS, JavaScript, PHP
- Performed fixes and maintenance (Joomla CMS)
- Worked closely with HubZero on campus to implement new features
- Developed plugins: messaging notification system
- Installed, maintained, and extended Learning Management Software (Moodle) for online coursework

Management

- Planned and managed activities of undergraduate student developers, helped to build skillsets, and directed workflow

- Gave presentations at engineering conferences to professional engineers, educators on NEEShub topics
- Developed learning resources for NEEShub (<https://nees.org/resources/5492>)
- Presented at 2013 QuakeSummit Conference in Reno, NV: <https://nees.org/quakesummit2013quicklinks/quakesummit2013eotshowcaselink>
- Assisted with REU (Research Experiences for Undergraduates) summer program: archived research materials, set up Moodle courses, administrator of learning management system
- Assisted with yearly QuakeSummit—event planning, setup, etc.
- Performed school and trade show demonstrations with wave flume

Analytics

- Queried and collected datasets for NSF reporting
- Developed animated graphics (Flash) to visualize NEES site usage, number of simultaneous projects, research results, etc.

Graphic Design

- Created web banners, dynamic images, webpage layouts
- Created videos: NEEShub launch commercial—wrote scripts, directed voiceover, directed production
- Video series: NEEShub training shorts—wrote scripts, directed voiceover, collected footage
- Oversaw entire process of producing the research center’s annual report: design, layout, editing, printing
- Created posters (Wave flume, conference presentations, classroom demonstrations)
- Created trade show pull-up banners and display backdrops
- Developed giveaways, trinkets (ping-pong balls for use in wave flume, branded flash drives, keychain flashlights, etc.)
- Designed images and document layout for professional project documentation (Audience: NSF, practitioners)
- Photography
- Designed and printed Education, Outreach and Training lesson plan booklets

Communications Specialist

- Took on duties of Communications Specialist for one year while center was short-staffed
- Ran social media accounts: YouTube, Facebook, Google+, Twitter
- Hosted “Research to Practice” webinars (WebEx) for professional engineers

2009—2010 Moorehead Communications Marion, IN

Web Developer (Contract)

- Worked as a contractor developing internal-facing web applications for a national cell phone retailer. Skills utilized include: HTML, CSS, Javascript, PHP, Adobe Flash and Actionscript.

2008—2009 Hiron & Company Communications Indianapolis, IN

Senior Web Developer/Team Lead

- Managed team of two web developers and two web designers
- Maintained records of team members' hours spent per client, kept projects on time and under-budget
- Wrote scopes of work and created cost estimates for new business
- Lead team meetings between clients and Hiron account managers
- Mentored junior developers and helped to enhance their programming skills
- Utilized HTML, CSS, Javascript, PHP, and ASP to create and maintain multiple award-winning websites. Created web surveys and e-Newsletters for clients such as the Indianapolis Indians, Indy Tennis Championships, and The Villages Adoption Agency. Utilized Adobe Flash to create interactive web advertisements placed nationally through sites such as Yahoo.com

2007—2008 Main-1-Media, LLC Indianapolis, IN

Web Developer

- Utilized HTML, CSS, Javascript, and PHP to create interactive websites for 20+ clients.
- Set up blogging solutions to manage web content and allow users to update their own sites
- Installed, managed, and modified content management systems and created page templates for content layout
- Designed and modified graphics for the web
- Developed and ran cross-browser testing on sites to ensure compatibility with popular web browsers and platforms.
- Created and coded email layouts for advertising emails

2001—2007 MSD Washington Township Indianapolis, IN

Webmaster/Technician

- Was responsible for all web operations of the district
- Designed and created new webpages, administered Windows 2000 Advanced Server/IIS
- Troubleshooting of email and LAN issues
- Researched and suggested technology solutions to Director of Technology
- Collaborated with elementary, middle, and high school stakeholders and public clients to determine current and future needs
- Produced video presentations and slide shows for building display monitors and the web using Final Cut Pro
- Managed district technology workshop program and related webpages
- Taught and organized web design and development workshops for teachers and staff
- Administered district-wide Novell network
- Built a “paperless office” solution for the board of education

1997—2001 Boiler Television Channel 17 West Lafayette, IN

Operations Assistant

- Daily creation of advertisements for various campus and student groups utilizing design

software such as Adobe Premiere, Adobe Photoshop, Macromedia FreeHand, and the Astound presentation package

- Created thirty-second station identifications using 3D Studio MAX
- Worked collaboratively to produce documentary about Purdue's Black Cultural Center
- Timed and scheduled movies, programmed deck switcher on a weekly basis
- Regularly worked with minimal supervision and was responsible for ensuring the smooth operation of all facets of the television station while on duty

2000—2001 Professor Ellen Kelly West Lafayette, IN

Web Designer

- Created and implemented multi-page web sites for Purdue University courses using ASP, HTML and JavaScript
- Other responsibilities included continuing to maintain and update the site as necessary.

EDUCATION

1996—2001 Purdue University West Lafayette, IN

- Bachelor of Science degree in Computer Graphics Technology
- Emphasis on Technical Animation and Spatial Graphics

TRAINING

Edward Tufte's Information Design seminar (2011)

"QuakeSummit" Network for Earthquake Engineering Simulation conference (2010, 2011, 2012, 2013)

American Marketing Association Search Engine Optimization (SEO) conference (2012)

iModules "Sizzler" Content Management System conference (2014, 2015, 2016) (presenter 2016)

INTERESTS

Programming new games for the Atari 2600, hobby electronics, writing novels