

QUALIFICATIONS

Over six years of experience designing, developing, and maintaining Web sites. Proficient in:

(X)HTML, CSS, JavaScript (DOM, Ajax, & libraries), PHP, ASP, XML, Adobe Creative Suite, Microsoft Office Suite, blog authoring tools, content management systems, and social networking applications.

- Designing layouts, graphics, logos, and animations for Web sites and e-newsletters;
- Planning and programming interactive Web sites, e-newsletters, and templates;
- Creating processes and workflows for Web site development and maintenance;
- Writing and maintaining end-user documentation;
- Overseeing and driving quality control, including cross-platform and browser compatibility;
- Ability to work under pressure and to consistently deliver projects on time and within budget;
- Excellent communication and project management skills;
- Adapting and implementing new technologies, standards, and ideas.

EXPERIENCE

**Indiana University School of Informatics &
Indiana University School of Informatics and Computing—Bloomington**
Bloomington, IN

Manager of Web Services
August 2008—Present

Planning and managing a complete redesign of the School of Informatics and Computing Web site (in progress), including: hiring and coordinating the efforts of multiple vendors, establishing internal project committees and project milestone approval workflows, and coordinating the efforts of various faculty, staff, and students working or volunteering for the project. Maintaining and improving the current School of Informatics and Computing Web sites and the Web applications used to manage them, including: redesigning several Web sites to comply with IU's visual identity program, the School's name change, and reorganization; implementing many dynamic multimedia features such as photo slideshows and streaming video; and enhancing and providing support for various content management applications used by faculty and staff. Establishing and organizing a centralized photo repository and serving as staff photographer at various events.

Ashley Callahan.net
Bloomington, IN

Owner, Lead Designer & Developer
October 2007—Present

Managing a single-person freelance business. Designing, programming, and maintaining new and existing Web sites. Providing technical support and consultation for domain names, Web hosting, search engine optimization, and e-mail accounts.

Indiana University Office of Creative Services

Bloomington, IN

Interactive Technologist

September 2006—August 2008

Web Production Assistant

July 2006—September 2006

Programmed Web sites and templates that met industry standards and provided an accessible and consistent user experience across a variety of platforms and browsers. Wrote and implemented client- and server-side scripts and integrated Web sites with backend systems, including databases and content management systems. Established and managed Web production workflow, processes, and quality control. Wrote and maintained end-user documentation and training materials. Worked within a collaborative team environment. Managed and recorded billable hours in an online time management system. Met and exceeded mandated billable hours goal for full-time staff.

Indiana University Kelley School of Business

Bloomington, IN

Marketing & Technical Operations Coordinator

January 2005—June 2006

Designed, developed, and deployed multiple e-newsletters for internal and external audiences. Wrote and formatted e-newsletter content for distribution in multiple formats. Maintained multiple Web sites and managed their conversion into an enterprise content management system. Created, organized, and maintained a large photography database.

EDUCATION**Indiana University—Bloomington**

August 2001—December 2004

Bachelor of Arts in Telecommunications, minor in Business

REFERENCES

Available upon request.