


Joseph Allen Sprute

Prodigal Son | Media Programs Designer | Systems Innovator

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Professional Summary

Visionary designer and systems architect with 25+ years of experience in media development, systems integration, and eco-recreational innovation. Founder and principal designer at **ERES Institute** and **CyberRAVE LLC**, combining technology, design, and sustainability through projects that span web architecture, vehicle prototyping, and human-centric software development. Skilled in cross-disciplinary systems thinking, project leadership, and future-ready design methodologies.

Core Competencies

- Systems Design & Integration
- Software Architecture & Validation
- User Experience (UX) Research
- Web Design & SEO Optimization
- Digital Media & Marketing Strategy
- Data Modeling & Analysis
- Product Lifecycle Management
- Sustainable Design & Fabrication
- Stakeholder Communication & Consulting
- Technical Writing & Documentation

Professional Experience

ERES Institute / TinyHomesOnWheels.com

Media Programs Designer | Founder

Bella Vista, Arkansas — February 2012 – Present

- Research, plan, and design **scalable land and water recreational vehicles**, integrating energy efficiency, modularity, and sustainability.
- Develop and modify product concepts using simulation models and system analysis to **predict performance outcomes** and optimize cost-to-capability ratios.
- Direct **software testing, validation, and documentation** for system interoperability and user reliability.
- Analyze user needs and operational parameters to determine design feasibility across platforms.
- Consult with clients and collaborators on system design, construction, and maintenance strategies.
- Manage data storage, retrieval, and manipulation for ongoing performance analytics.
- Develop configuration frameworks based on reporting formats, cost analysis, and security requirements.
- Oversee **media documentation and product launch strategy** for prototype and research projects under the ERES brand.

Notable Contributions:

- Spearheaded the *EarnedPath* and *Vacationomics* conceptual frameworks now integrated into ERES Institute projects.
- Designed proof-of-concept models for **Tiny Homes on Wheels** and **Fly & Dive RVs (Spaceship Precursor)** linking renewable energy with mobile living.

CyberRAVE LLC / SaleBuilders.com

Media Marketing Consultant | Web Architect

Bella Vista, Arkansas — January 1997 – January 2007

- Designed, built, and maintained over **two dozen client websites**, leveraging advanced scripting, CMS tools, and SEO optimization techniques.
- Developed **content strategies and digital branding systems** to improve search visibility and conversion rates.
- Created marketing strategies tailored to market objectives, client identity, and cost factors.
- Coordinated **promotional campaigns** with advertisers, production teams, and brand partners.
- Validated web interfaces for compatibility across major browsers, devices, and operating systems.
- Authored, edited, and produced **visual and written sales materials** including photography, design layouts, and copywriting.
- Managed **client communications, project scoping, deliverables, and budget control**, ensuring satisfaction and repeat business.
- Maintained local recovery systems and **disaster recovery backups** for client websites.
- Conducted post-deployment testing and quality assurance, addressing user feedback through agile updates.
- Kept current on digital production trends through ongoing research, conferences, and peer collaboration.

Key Achievements:

- Achieved **top search engine indexing** for multiple small-business clients.
 - Developed early responsive web frameworks before mainstream adoption.
 - Pioneered a model for **client-centered digital communication and knowledge systems** later integrated into ERES's earned path frameworks.
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Education & Continuing Research

Independent Researcher – Cybernetics, Media Theory, and System Design

Ongoing study integrating computational modeling, environmental systems, and participatory economics under ERES Institute initiatives, including:

- *EarnedPath* (CPM-WBS-PERT Integration)
- *Vacationomics* (Socio-Economic Equilibrium Model)
- *NBERS / PERC / BERC / JERC Frameworks* (Bio-Ethical Metrics for Systemic Harmony)

Selected Publications & Presentations

- *Civilization II: Enabling Vacationomics Among All People Alive* — Medium, 2024
- *Open Letter to Civilization 2024* — Medium, 2024
- *The FLIP: A Policy Brief for a Cybernetic Economy* — ERES / Substack, 2025
- Contributor to the **ERES EP 1000-Year Deployment Plan**, 2025

Technical & Creative Skills

Category	Tools & Languages
Web & Design	HTML5, CSS, JavaScript, WordPress, Photoshop, Illustrator
Modeling & Simulation	CAD/CAM, 3D visualization, performance analytics
Data Systems	SQL, data architecture, systems reporting
Marketing & Analytics	SEO, Google Analytics, social media integration
Documentation	Technical writing, presentation design, policy drafting

Affiliations & Initiatives

- **Founder & Director**, ERES Institute for New Age Cybernetics
 - **Author**, Civilization Series (Medium Publications)
 - **Developer**, EarnedPath / PERC / CARE Commons Frameworks
 - **Collaborator**, GAIA and DEF-REL Civilizational Ethics Projects
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