

GEOFF SMITH

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DIGITAL MEDIA EXPERT • FRONT-END DEVELOPMENT • MAJOR CLIENT EXPERIENCE

CORE COMPETENCIES

- Front-end hand-coding of HTML/CSS (plus Javascript, PHP)
- High-level content strategy to achieve business goals
- Project and team management & leadership
- Liaise between technical and non-technical team members
- Capture best practices; process and workflow definition
- Visual thinker with deep image/aesthetic and photography skills

PROFESSIONAL EXPERIENCE

ScrollMotion, Inc. (New York, NY) | *Content Manager* | 8/2010-present

- Front-end development, content management, production workflow and asset lifecycle management for a boutique iPad/iPhone content studio in Midtown Manhattan. Led front-end development and content production for the inaugural iPad editions of Hearst Inc. properties *Esquire* and *O, the Oprah Magazine* (and for all issues to date). These were ScrollMotion's first iPad magazine applications and I used them as pilot projects to define a sustainable production/development workflow company-wide.
- Utilized HTML5, CSS3 (multicolumn text, Javascript-less animations), Javascript (jQuery, MooTools) and rich media such as video, Quicktime VR/360° and graphic animations.
- Lead development and content production on the iPad edition of the official game program for *Super Bowl XLV* for the NFL, including application instancing, Xcode (3.2.3-4.0) project triage, debugging and content integration (some exposure to Objective-C). In Q2 '11, performed the same functions to produce GE's 2010 Annual Report for the iPad.
- Implemented company-wide content specifications, asset acceptance criteria and integration with development for all projects. Worked closely with creative and technical resources, as well as clients, to streamline the acquisition of assets and guide their transformation into content throughout a project's lifecycle.

Freelance Web Designer, Developer & Producer (New York, NY) | 1/2006-4/2010 (*selected projects*)

- Redesign of developer.daylife.com. Worked with senior management to re-write, design and rework Daylife's developer website to tell their developer story more crisply and focus traffic on distinct calls-to-action. Extensively modified a Drupal 6.x implementation at the theme level (Framework theme), added custom PHP code and added and extended modules.
- Technical architect and web developer for Brooklyn Based (www.brooklynbased.net), a blog-sourced email newsletter covering shopping, dining and other activities in Brooklyn; developed a single-source publishing solution by extending WordPress so non-technical editorial staff could simultaneously publish online and via HTML email; customized existing Wordpress theme in PHP.
- Custom designed and engineered web portfolio solutions for professional photographers using standards-based XHTML & CSS, Javascript, PHP and Flash in a LAMP environment (see samples at www.geoffsmithphoto.com and www.geoff-smith.net); also extended existing portfolio websites (e.g. Livebooks) with interactive components using Javascript and Flash.

VMware, Inc. (Palo Alto, CA) | *Director of Web Content* | 6/1999-4/2004

- Managed overall web strategy, content, and metrics for an enterprise software company's web presence from early-stage startup to acquisition by EMC Corp. (www.vmware.com).
- Created, edited and published all facets of corporate information to the web, including close collaboration with senior management on messaging and branding. Worked closely with product marketing managers and product managers (sometimes filling in when appropriate) to define, discuss and communicate product features.
- Maintained editorial calendar and generated feature content ideas, wireframes, prototypes, etc. in conjunction with marketing design and writing resources.
- Supervised numerous site redesigns and UI enhancements; managed web application developers, IT personnel and interns.
- Reinvented customer-facing e-commerce platform including a redesigned shopping experience leading to a significant reduction in abandoned transactions.
- Served as the marketing face to the development and engineering teams for the release management of dozens of new products and updates.

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Lucasfilm LTD. (Nicasio, CA) | *Internet Developer* | 3/1998-6/1999

- Led interface design and front-end development for shop.starwars.com, the company's first independent online store offering. Founding member of the company's first internet division (later known as Lucas Online).
- Created and edited content, including reviews, interviews, product graphics and photos.
- Implemented Javascript plug-in detection and video embedding for www.starwars.com and www.lucasfilm.com.
- Orchestrated successful launch of the online store aligned with the release of *Star Wars Episode I: The Phantom Menace*; pent-up demand for a B2C channel for licensed Star Wars products meant that R&D costs were recouped in a matter of days post-launch.

Organic, Inc. (San Francisco, CA) | *Senior Content Engineer* | 6/1996-1/1998

- Led front-end development and site build strategy on large client projects for a pioneering full-service digital agency.
- Served major clients such as Philips, Lucasfilm Ltd., Nike, Kimberley-Clark, Harley Davidson, Kinko's, Sony and Colgate-Palmolive.
- Restructured the production department to create the Content Engineering Group, a trend-setting cross-functional structure between creative and development teams in widespread use across the web services space today. In addition to leading front-end development, liaised between technical and non-technical resources to insure feasibility and accountability on client projects.

Silicon Graphics, Inc. (Mountain View, CA) | *Interactive Content Developer* | 6/1994-11/1995

- Designed and managed graphic and video assets for Time Warner's first generation interactive television system (what would later evolve into Time Warner Digital Cable). UI design of Favorites application (Orlando version).
- Helped build in-house content production teams for deployment of interactive television projects in Orlando (for Time Warner) and in Tokyo (for NTT).
- Authored features and encoded/compressed video assets for pioneering video- and content-on-demand applications.

TECHNICAL SKILLS

Web: (X)HTML (hand-coding, standards-based, flexible table-free layouts, HTML5 experience), CSS (including CSS3), JavaScript ("from scratch" and with libraries like jQuery, YUI, Prototype), PHP, JSP, Flash; Drupal 6.x (utilizing Zen theme), WordPress, Movable Type; site build-out and launch, QA.

iOS: Xcode 3.x and 4.x, project creation and maintenance, GDB/LLVM debuggers (breakpoints, trace statements), library maintenance, build and deployment process & automation.

Photoshop: 15 years professional experience versions 2.5-CS4; digital photo editing and post-processing, retouching and compositing, web/interactive graphics production.

Server/OS: Apache, MySQL, J2EE; UNIX/Linux, Mac OS X, Windows XP.

Photo: Digital capture, edit, post-processing, retouching and printing full-frame and medium format digital (including tethered shooting with Phase One Capture One Pro 3.7.9 & 4.x); film loading, downloading and camera setup for shoot (medium & large format), film scanning and file prep; studio and location lighting with shoe-mount flashes and ProFoto 7, Acute & modifiers.

Video: Final Cut Pro & Express; AfterEffects; Shake; file format conversion, compression & workflow definition.

EDUCATION

California State University (Chico, CA)
BA in Information and Communication Studies
with an emphasis in Media Arts | 5/1993

PROFESSIONAL AFFILIATIONS

APA - American Photographic Artists
(formerly Advertising Photographers of America)