Jonathan Cross

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Title:
Front-end web developer / UI Architect.

Education:
Bachelor of Arts degree in Conceptual Design, Magna Cum Laude. *San Francisco State University.*
A1 level German proficiency.

Overview:
For the last 4 years I have worked on and off for the Macys.com User Interface team (continuing the relationship I established during the 3 years I was Lead UI Developer). I am patient, curious and enthusiastic, giving 150% to everything I do. When not working, I travel extensively.

WEB DEVELOPMENT RELATED SKILLS

Front-end Development:
10 years hand-coded (X,D)HTML, **8** years JavaScript; advanced CSS, DOM, cross-browser / cross-platform compatibility. **6** years Advanced template development with XML, XSLT, and JSP. **9** years UNIX Shell scripting and Regular Expressions. General understanding of Java, PHP, XMLRPC, Perl, CGI, SSI, mod_rewrite, etc.

Architecture:
User interface / interaction design, development process and workflow design, content management and source control. XML Schema / data modeling. Intelligent systems for: web production automation, analysis, documentation and metaprogramming / code-generation.

Graphics:
10 years of experience using Adobe Photoshop for graphics production. Dynamic imaging techniques and bandwidth optimization. 3D illustration and rendering. Vector / Raster compositing and animation.

Software:
Expertise in Photoshop, Illustrator, DreamWeaver, Oxygen and 3D Studio MAX. Extremely proficient with Windows, UNIX and Macintosh. Professional experience with IBM's WebSphere, Rad and ClearCase, Scene 7, Akamai, Coremetrics, CVS, Ant, Xalan, Cygwin and other "free" open-source packages.

FULL-TIME WEBSITE DEVELOPMENT EXPERIENCE

Ongoing **Macys.com**
Returning UI Architect / Developer
- Collaboration with programmers to design / implement site enhancements.
- Technical advising on project feasibility and long-term direction.
- Code Auditing for quality / maintainability.
- Developed strategies for meeting team + sitewide workflow / performance goals.
- Preliminary road map for new architecture: i18n, pipelined XSLT + multi-level schema validation of XHTML and a custom Spring / Struts / Tiles framework.

2001 - **Macys.com - San Francisco.**
2003   Lead UI Developer for Macys.com.
- Supervised and supported UI Development team (aka Content Engineering) in technical decisions.
- Oversaw Integration of 5 separate divisional websites into macys.com architecture.
- Chief template developer. I was responsible for research and implementation of major enhancements to the front-end templating system. The templating system was constructed in XML and XSLT and utilized Java (Xalan) to generate JSP (Java Server Pages) comprising the user interface of the macys.com website.
- Cross-Team collaboration. I worked closely with graphic designers, copywriters, business users, Flash developers, Java programmers, partner companies (Akamai, Coremetrics, Mapquest, Scene 7, HFI, etc) and peers at Bloomingdales.com to improve workflow and enhance the online users experience.
- Lead architect behind Content Engineering team's Development Environment (Rational ClearCase, Xalan, XML Spy, Cygwin, Windows, AIX and IBM WebSphere).

2002   **Bloomingdales.com - New York City.**
Development, training and setup of XSLT templating system.
- Complete overhaul of XML / XSLT content management system used by macys.com and adaptation to the business needs of Bloomingdales.com.
- Development Environment Setup including custom shell scripts for Windows/UNIX integration and workflow automation.
- Training and transition of code to Bloomingdales developers.

| 2000 | **Webb Design - San Francisco** |
| | Contract web development for multiple e-commerce websites. |

FREELANCE WEBSITE DEVELOPMENT EXPERIENCE

Ongoing **Travel photos and stories** - *Personal photo archive.*
Perl based content management / viewing software written from scratch. Many advanced viewing options. Utlizes XML, XSLT, DHTML, CSS to create a cohesive, fast and extremly light-weight system. Contains thousands of photos from my travels through Asia, Europe and North America.
http://pics.JonathanCross.com

Independent Volunteer - *community based website for volunteering projects worldwide.*
PHP based website listing volunteer projects and info. Completely maintained by core group of 5 novice volunteers. Based on PM Wiki, but with various programming and user interface enhancements added by myself.
http://www.IndependentVolunteer.org

2007 **Kalon Studios** - *designer furniture.*
Simple e-commerce site. Javascript/CSS based (Dreamweaver compatable) templating system allows simplified administration by novice users.
http://www.KalonStudios.com

2004 **Rita da Costa** - *portfolio of paintings.*
Simple, bi-lingual (Portuguese & English) website to showcase the artist's work.
http://www.RitaDaCosta.com

John Cross - *portfolio of architecture.*
Minimalist design and custom XML + PHP based content management system.
http://www.JohnCrossArchitect.com

Dana Salzman - *musician's website.*
http://www.DanaSalzman.com

2001 **URBANIZE.org** - *photographic exploration of street art.*
Created entire site; Concept, design, photography, illustrations, JavaScript, CSS, Perl.
http://www.Urbanize.org

2000 **Benjamin Warwas** - *fashion designer.*
http://www.byBen.com (content has changed)

Ben Davis - *clothing company.*
Created site from designer's illustrations; HTML, graphics, JavaScript, frames, CSS.
http://www.bendavis.com (content has changed)

Video4i - *internet video e-mail system.*
http://www.video4i.com (offline)

1999 **Mick Wiggins Illustration** - *online gallery.*
http://www.mickwiggins.com (content has changed)

Collins Creative - *advertising agency.*
http://www.CollinsCreative.com (content has changed)

Personal web site - *links to my various projects.*
Currently fourth redesign of site since 1996.
http://www.JonathanCross.com

Long Golf - *golf accessories.*
http://www.longgolf.com (content has changed)

OTHER EXPERIENCE

2005 **Mainpont Computer Institute** (Bhaktapur, Kathmandu, Nepal)
Volunteer Instructor for basic web design class.

2000 **City College of San Francisco.**
Course Instructor for Macromedia DreamWeaver class.

1996 **ElectroGIG 3D** (San Francisco, CA.)
UNIX Technical support, beta testing, 3D demonstration artist.

1995 **SUN Microsystems** (Sunnyvale, CA.)
3D Artist / Animator for Ultra-Sparc product release video.)

Personal interests:
As a deeply inquisitive person, I devote much of my life to traveling and writing about my experiences. I have seen a large portion of North America, backpacked throughout Europe, the Indian Subcontinent and South-East Asia, and recently cycled through Eastern Europe to Turkey. I am a moderate environmentalist with an interest in urban art + culture and skiing.

I am currently studying German and have a crude (~ 100 word) understanding of 16 other languages based on my travels.