Helen L. Martch

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SUMMARY

Senior front-end web developer with excellent hand-coding, problem-solving and communication skills, a background in user-driven interaction design and managerial leadership experience, comfortable working with a wide range of coworkers in a fast-paced, deadline-oriented, team environment.

WEB DESIGN & DEVELOPMENT EXPERIENCE

Sears Holdings Corporation, Chicago, Illinois, February 2012–Present
    Front End Developer, Sears Home Services
* Front-end code development using HTML, CSS, JavaScript, JQuery, Bootstrap and Struts.

Oprah.com, Chicago, Illinois, September 2000–June 2011
    Senior Web Developer, OWN–The Oprah Winfrey Network, July 2010–June 2011
* Supervise front-end Web Development team.
* Develop page code and newsletter templates using HTML, CSS, JavaScript, Prototype, Embperl, and JSP.

    Senior Web Developer, Harpo Productions, June 2006–July 2010
* Supervise front-end Web Development team.
* During site redesign project, manage 2 sub-teams: one hand-coding daily updates to static existing site, the other developing front-end code for new database and template-driven site design.
* Develop dynamic output templates and static pages using XHTML, CSS, XSLT, JavaScript, Prototype, MooTools, FTL, and JSP.

    Web Developer, Harpo Productions, January 2003–May 2006
* Develop front-end templates and code pages using HTML, CSS, and JavaScript.
* Edit and encode video clips.

    Design Associate, Oxygen Media, September 2000–December 2002
* Hand-code HTML pages for daily website updates.
* Design and develop information architecture, navigation, and HTML prototypes for journal, message board, and administrative online tools.
* Conduct interface and quality assurance evaluations.

HannaHodge, Inc., Chicago, Illinois, June 1999–August 2000
    Interaction Designer
* Design information architecture and navigational structures.
* Gather user requirements.
* Develop HTML prototypes.
* Conduct interface evaluations, usability tests, user experience audits, and quality assurance evaluations.
* Present work to clients.

Web Development, Production and Maintenance, 1997–2007
    Independent Contractor
* Top Five Books, Oak Park, Illinois, 2007
* Prologue Publishing Services, Oak Park, Illinois, 2003
* Perdido Magazine, The Trinity Foundation, New Lenox, Illinois, 1996–2000
* High Tide Press, Homewood, Illinois, 1998–1999
* Trinity Services, The Trinity Foundation, New Lenox, Illinois, 1998–1999
* Cherry Hill Bookstore, The Trinity Foundation, New Lenox, Illinois, 1997

ADP Dealer Services, Hoffman Estates, Illinois, March 1997–July 1998
    Internet Creative Assistant
* Develop structure, visual design, and HTML pages for Product Marketing department intranet.
* Build, test, prepare graphics, research editorial article content and proofread HTML pages for AutoConnect.com.
* Assist in developing and programming multimedia sales training tool, using Macromedia Director.

TEACHING EXPERIENCE

DePaul University, Institute for Professional Development, Chicago, Illinois, June 1999–June 2000

> **Instructor**
> * Assist in development of continuing education certificate program for web design.
> * Teach HTML and Adobe Illustrator sessions.

DePaul University, School of Computer Science, Telecommunications & Information Systems, Chicago, Illinois, 1999

> **Lecturer**
> * Teach fall semester undergraduate course: HCI 201 Multimedia and the World Wide Web.

EDUCATION

Master of Science, Human-Computer Interaction, 1996–1999

DePaul University, School of Computer Science, Telecommunications & Information Systems, Chicago, Illinois

Bachelor of Science, Television/Radio/Film Production, 1985–1989

Syracuse University, Newhouse School of Public Communications, Syracuse, New York

TECHNICAL EXPERIENCE

Primary Programming & Markup Languages:
* HTML, including XHTML and HTML5
* CSS
* Javascript, including JQuery, Bootstrap, Prototype and MooTools libraries
* XSLT
* XML
* Java Server Pages (JSP)
* Struts
* Freemarker Templates (FTL)

Software Experience Includes:
* IntelliJ IDEA
* BBEdit
* Macromedia Homesite
* Adobe Dreamweaver
* Oxygen XML Editor
* Adobe Photoshop

Versioning Systems Used:
* SVN
* CVS

Content Management Systems & Other Web Applications:
* Mingle Agile Project Management
* Atlassian Jira
* Interwoven TeamSite
* Cogix ViewsFlash
* Jive Clearspace
* Omniture SiteCatalyst
* KickApps
* Akamai EdgeControl
* SiteSpect Multivariate Testing
* L-Soft LISTSERV Maestro
* Intuit Quickbase