

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

- Front-end code development using HTML, CSS, JavaScript, and JQuery.

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, Prototype and MooTools libraries
- XSLT
- XML

Additional Programming & Markup Languages:

- Java Server Pages (JSP)
- Freemarker Templates (FTL)
- PHP
- Embperl

Software Experience Includes:

- BBEdit
- Macromedia Homesite
- Adobe Dreamweaver
- Oxygen XML Editor
- Adobe Photoshop
- Adobe Premiere
- Digital Rapids Stream

Versioning Systems Used:

- SVN
- CVS

Content Management Systems & Other Web Applications:

- Interwoven TeamSite
- Cogix ViewsFlash
- Jive Clearspace
- Omniture SiteCatalyst
- KickApps
- Dayport Carbon
- Akamai EdgeControl
- SiteSpect Multivariate Testing
- L-Soft LISTSERV Maestro
- Intuit Quickbase