Helen L. Martch

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http://www.helenmartch.com

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 in a fast-paced, deadline-oriented, team environment.

WEB DESIGN & DEVELOPMENT EXPERIENCE

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, Embperl, JavaScript, CSS, and JSP.
- Collaborate with wide range of coworkers in team-based environment.

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, JavaScript, CSS, XSLT, FTL, and JSP.
- Collaborate with wide range of coworkers in team-based environment.

Web Developer, Harpo Productions, January 2003–May 2006
- Develop front-end templates and code pages using HTML, JavaScript, and CSS.
- Collaborate with content producers, visual designers and back-end developers in team-based environment.
- Edit and encode video clips.

Design Associate, Oxygen Media, September 2000–December 2002
- Hand-code HTML pages for daily website updates.
- Collaborate with content producers and visual designers in team-based environment.
- 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.

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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

Programming & Markup Languages:
- HTML including XHTML and HTML5
- CSS
- Javascript, including Prototype and MooTools libraries
- XML
- XSLT
- Java Server Pages (JSP)
- Freemarker Templates (FTL)
- PHP
- Embperl

Software Experience Includes:
- BBEdit
- Macromedia Homesite
- Oxygen XML Editor
- Adobe Photoshop
- Adobe Premiere
- Digital Rapids Stream
- Microsoft Word
- Microsoft Excel
- Cisco VPN Client

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