JAYSON CAPPS

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EXPERIENCE

Website Administrator   April 2013 – Present
The University of New Mexico School of Law   Albuquerque, NM
- Responsible for the design, configuration and maintenance of multiple internal and external websites for the UNM School of Law including the site graphics, HTML, CSS, XML, XSLT, JSON, JavaScript/jQuery and PHP.
- Coordinates, integrates, and manages web projects and information contributed to multiple websites; establishes web architecture and template formats to adhere to UNM branding standards to ensure uniform web presence.
- Facilitate and gather user requirements, define project scope, oversee the testing, troubleshooting, and implementation of web projects and sites.
- Guide and assist website contributors with editorial and publishing-related issues.
- Perform ongoing evaluation of websites including analytics, web usability, accessibility, search engine optimization and work closely with the UNM Law IT System Administrator to ensure a secure web presence.
- Support Marketing, Alumni Relations and Admissions teams by conceptualizing, planning, and designing print and web-based marketing materials and campaigns. Collateral includes event branding, landing pages, registration forms, posters, postcards, print ads, banners, remits, and email templates for distribution to students, alumni and community members.
- Supervise student employees and oversee their work on School of Law websites.

Multimedia Development Specialist   September 2010 – April 2013
The University of New Mexico New Media and Extended Learning   Albuquerque, NM
- Supported both the Applications and Course Development groups in the areas of web development, user interface design and UNM brand consistency.
- Responsible for the design, development, implementation and maintenance of the user interface for the next generation learning management system, UNM Learn, including the login page, themes and palettes (learn.unm.edu).
- Developed and maintained documentation for learn.unm.edu and the learning management system, as well as performed testing and troubleshot code.
- Supported Course Development staff by developing efficient UNM brand-centered UNM Learn home-page banners, course entry banners and a responsive module page template for online courses utilizing HTML, CSS, and custom graphics for online courses.
- Responsible for the design, development and implementation of the user interface for New Media and Extended Learning's user documentation site including the site graphics, HTML, CSS and jQuery.
- Responsible for redesigning and developing the organization's website including the site architecture in the UNM Web Content Management System. Designed site graphics including banners, badges and icons, as well as coordinated staff photo shoots.
- Collaborated with UNM departments such as University Communications and Marketing and Information Technologies on branding projects and assisted in developing web standards documentation for UNM campus.

Senior Graphic Designer   August 2008 - September 2010
The University of New Mexico Office of Career Services   Albuquerque, NM
- Conceptualized, planned, designed and produced marketing materials, both print and web-based, including posters, brochures, print ads, banners and videos for distribution to University of New Mexico students, alumni and community members.
- Responsible for the design and maintenance of Career Services and Student Affairs websites implementing HTML, CSS, PHP, WordPress and Google Analytics.
- Initiated, planned, and maintained social media efforts including Facebook, Twitter and YouTube.

- Captured and edited photographs, video and created motion graphics for use in print and web-based marketing campaigns.
- Responsible for the coordination, budget and workflow of the production process of all printed materials, including selecting the appropriate vendor, media and materials, as well as checking proofs for accuracy and ensuring adherence to University standards.
- Developed advertising campaigns for all career fairs and special events, as well as negotiated with vendors and contractors on media cost, placement and scheduling.
- Participated in departmental planning sessions, as well as met with individuals to identify and develop marketing and graphic materials to conform to client needs.

Office of Student Affairs Fellow   January 2008 - January 2009
The University of New Mexico Vice President of Student Affairs Office   Albuquerque, NM
- Conceptualized, planned, designed, and produced print and web-based marketing material for special events including Student Affairs Recognition Reception and Latino Policy Summit.
- Collaborated with other Student Affairs professionals and offices to establish the design needs for each project and develop a strategy and plan for project development.
- Responsible for coordinating the production process of each print project including selecting the appropriate production material and media and inspecting proofs for accuracy.
- Participated in all Office of Student Affairs Fellowship meetings, as well as participate in Office of Student Affairs subcommittees, such as the Office of Student Affairs Webmaster and Marketing User Groups to discuss University of New Mexico marketing and website standards and guidelines.
- Conceptualized, filmed, edited and developed web-based video orientation for new employees of Student Affairs departments.

Professional Marketing Intern   July 2007 - October 2008
The University of New Mexico Office of Career Services   Albuquerque, NM
- Participated in departmental planning sessions to identify and develop marketing and graphic needs.
- Conceptualized and created marketing materials, both print and web-based, including posters, brochures, print ads, displays and instructional booklets for distribution to University of New Mexico students, alumni and community members.
- Coordinated the budget and workflow for the production process of all printed materials, including selecting the appropriate vendor, media and materials, as well as checking proofs for accuracy and ensuring adherence to University standards.
- Developed advertising campaigns for all career fairs and special events, as well as negotiated with vendors and contractors on media cost, placement and scheduling.
- Responsible for writing and editing basic copy for the distribution of press releases and department newsletter for upcoming campus events and job fairs.
- Knowledge and experience with web technologies and design, including the maintenance of Career Services and Student Affairs websites implementing CSS, HTML, PHP and Flash.

EDUCATION

Bachelor of Arts in Fine Arts (Emphasis: Studio Art/Printmaking)   December 2006
The University of New Mexico   Albuquerque, NM

Associate of Applied Studies in Advertising Art   May 1997
The Art Center Design College   Albuquerque, NM

MEMBERSHIPS AND AFFILIATIONS

Member of UNM Information Architects   August 2010 - Present