

# JONATHAN ELBOM

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## SKILLS AND STRENGTHS

- Front-end web application development and design
- Object-oriented programming and design
- UX, Interaction Design, Usability, IA, UI and Visual Design
- Design/solution-based thinking
- Concepting and visualization, ideation, selection, and execution
- Strong attention to detail
- Agile development/proficient in scoping tasks and projects
- Adept at anticipating, identifying, and creatively solving problems
- Self-directed
- Experience managing design and development teams
- Excellent client communication
- Excellent written, verbal, and time management skills
- JavaScript, CSS, HTML, HTML Templating, JSON, XML, ActionScript, Flex, GIT, SVN, Grunt, Bower
- Backbone, Underscore, Require, JQuery/UI/ JQGrid, Bootstrap, SASS, Zurb Foundation, TinyMCE, EaselJS, Raphael,
- Photoshop, Illustrator

## PROFESSIONAL EXPERIENCE

### JonnyBomb / Principal

February 2002 - Present

JonnyBomb began as a series of music production projects and continues as interaction design and development consultancy. I have designed and developed numerous xml driven rich media websites and widgets for musicians, artists, and athletes and done contract work for the University of Texas at Austin. For the past 3 years, i have only been doing work with my friend Dr Steven Gray, providing UI/UX and front end development for his fuzzy logic cognitive mapping application, Mental Modeler ([www.mentalmodeler.com](http://www.mentalmodeler.com), [www.jonnybomb.com/umasslab](http://www.jonnybomb.com/umasslab))

### Pearson Education / Senior Software Developer, User Experience Lead

September 2010 - Present

A little over 2 years ago, I began doing purely JavaScript development, beginning with a port of Pearson's Technology Enhanced (Test) Items,TEIs, to HTML and JavaScript using a combination of Raphael (interactive svg library) and EaselJS (interactive HTML Canvas library). After doing that for about 3-4 months, my team switched to creating a RESTful single page web application used to author high-stakes summative test questions and build test forms. We are about 70% complete with the authoring component of the app, and have started high-level design and development talks about the form building component. For this project, I am a lead client-side developer, establishing much of the client-side architecture, as well as the UX/UI lead, helping establish the desired user experience and creating all the visual designs. My previous roles were ActionScript3 development and Interaction Design/UX for the content layer (front end) of Pearson's flagship electronic test delivery system. This involves architecture, user experience (interaction design), graphic design, and ActionScript development of the test shell and all navigation, tools, and accommodations associated with it, as well as the design and development of custom skins and implementations for Flex components. I also participate in the design and development of new interactive, "innovative" item templates for use with the testing system. Pearson's clients for these projects include states such as Texas and Virginia.

### Springbox / Senior Rich Media Designer

November 2007 - September 2010

My main role was as an ActionScript developer for microsites, flash widgets, and a few kiosk and mini-games. I did do a fair amount of usability and user experience consulting as well as general concepting/ideation and a little bit of graphic design. I am extremely familiar with the creative agency process and actually helped Springbox to further refine their own internal processes. I participated in client communication regarding ideation and problem solving and was responsible on a daily basis for developing and refining interactive media for clients such as LG, PayPal, Dell, The Lance Armstrong Foundation, Disney Interactive Group and Callaway Golf.

### Enspire Learning / Lead Flash Developer, Interim Co-Director of Multimedia Design and Development

November 2001 - October 2007

I worked as Lead Flash Developer and spent my last 5 months there co-directing a 14 person Multimedia Department for a custom e-learning development studio, focusing on flash-based, interactive media production. Responsibilities included managing a group of 5-7 designers, ensuring work quality and production efficiency, maintaining positive client communication, and collaborating with and supporting other department directors, sales, and the executive team. I have participated in all aspects of interactive media and e-learning courseware development, including requirements gathering, concepting and high-level design, developing personas and use-case scenarios, creating wireframes, designing Graphical User Interfaces, prototyping, developing shot-list, drafting storyboards, creating static, time-based, and interactive media, implementing revisions, and ensuring successful deployment. Over the past 6 years, I have completed projects as both lead designer and lead developer, interfacing with clients and providing creative and technical direction for project teams. I have produced courses for clients such as SAP, Pfizer, and Harvard Business School Publishing.

## **Anaxsos / Consultant**

**June 2005 - July 2005**

Designed and developed a flash-based media sequencing platform for a series of Online Subject Matter Refresher Courses for ABCTE. I was brought in during the proposal phase and worked closely with an instructional designer to develop a proof of concept. After the work was won, I collaborated in the design of the site architecture for the curriculum, which was deployed on BlackBoard CMS. I also designed and developed several of the interactive flash-based pieces and was responsible for hiring, managing, and providing creative and technical direction for other flash designers, developers, and artist.

## **EAST Project / Consultant**

**November 2004**

Taught a two-day flash seminar for high school students at the Arkansas Educational Center for Technology

## **St. Edwards University, IT Department / Consultant**

**August 2001, July 2002**

Taught multiple seminars on the basics of the flash development environment and actionscript, as well as an advanced seminar on dynamic flash-based courseware design and development.

## **ActiveInk / New Media Developer**

**March 2000 - August 2001**

Designed graphics and dynamic flash-based interactivities for K-12 Science and Language Arts online courseware. Contributed to information architecture and usability discussions for the development of a custom learning management system.

## **AWARDS**

### **2011 Austin ADDYS**

Bronze Addy, Self-Promotion, Interactive

*Springbox Photography Website*

Role: Senior Rich Media Developer

### **2011 NACADA Advising Technology Innovation**

Certificate of Merit

*Wayfinder* created for UT Austin

Role: Lead Developer and Interaction Designer

### **2009 Austin ADDYS**

Silver Addy, Interactive Media (Micro or Mini Site)

*Callaway Golf: Netfits*

Role: Lead Rich Media Developer

### **2009 Business-to-Consumer Automotive Communications Award**

*Nascar: 2009 Ultimate Performance Make-Over*

*Sweepstakes Microsite*

Role: Lead Rich Media Developer

### **2008 Adobe Site of the Day**

*PayPal: Safety Training Microsite*

Role: Lead Rich Media Developer

### **2007 Horizon Interactive Awards**

Gold Medal in Consumer Education

*The Patient's Guided Tour* created for Unit 7/Pfizer

Role: Lead Developer

### **2007 Horizon Interactive Awards**

Bronze Medal in Consumer Education

*Day in the Life* trailers created for Intacct Software

Role: Lead Developer

### **2006 Horizon Interactive Awards**

Silver Medal in Training/Education

*Virtual Team Management* created for SAP

Role: Lead Designer

### **2005 Brandon Hall Excellence in Learning Award**

Gold, Custom Content, Full Course

*Virtual Team Management* created for SAP

Role: Lead Designer

### **2004 Texas Interactive Media (TIM) Award**

Finalist

*Focus on the Heart...* created for CMEonCD/MEBN

Role: Lead Designer

### **2003 EdNET Award**

Finalist, Pioneer category

*Leader Training Program* created for NCCE

Role: Lead Designer

## **EDUCATION**

Bachelor of Science in Communications (Radio-Television-Film)

University of Texas, Austin, 1998

Summa cum laude, 3.97/4 GPA

**-- REFERENCES AVAILABLE UPON REQUEST --**