

Jon Long

Web Designer and Front-End Developer
www.linesandwaves.com

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SUMMARY

Web Designer interested in building beautiful, user-friendly designs over clean, accessible, standards-based code.

EDUCATION

BA, Media Arts and Design, concentration in
Interactive Media

AUGUST 2001–JUNE 2005
James Madison University

EXPERIENCE

Instructor

Boston University Center for Digital Imaging Arts

AUGUST 2010–PRESENT
Washington, DC

- Part-time teacher of standards-based web design at CDIA's Georgetown campus.

User Interface Developer

National Geographic Society

JANUARY 2009–PRESENT
Washington, DC

- Led the front-end development of nationalgeographic.com's 2010 redesign, creating a highly modular framework using an object-oriented CSS approach combined with the flexibility of the Django templating system.
- Devised a page layout system within our custom CMS to allow the team's content producers freedom and versatility in presenting their work, while also helping them to build pages that remained true to the design team's original vision.

Web Designer

National Geographic Society

FEBRUARY 2007–JANUARY 2009
Washington, DC

- Produce visual designs ranging from exhibition, advertising, and franchise sites to Flash games and modules, banner advertisements, maps, and process charts.
- Develop front-end XHTML, CSS and Javascript solutions, program Flash/XML modules, troubleshoot and edit site-wide CSS/HTML bugs, and develop Javascript/Applescript automation solutions for Photoshop batch processes.
- Generate sitemaps, wireframes, mockups, detailed spec sheets, data models and technical annotations for projects across the Digital Media division.
- Developed and currently maintain a system for treating and formatting images across nationalgeographic.com, including color correction, organizational specifications, and an automated application for processing and branding each of the site's eight required sizes.

Print Designer and Production

MAY 2006–FEBRUARY 2007

- Produced and printed materials including posters, brochures, business cards, stationery, counter-top displays, labels, direct mail advertisements, vinyl decals, carbonless forms and coil, comb, and tape-bound books.
 - Responsible for managing all aspects of job production including design, quote orders, pre-press, printing, bindery, and customer service.
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Multimedia Designer, Assistant to
the Director
Baby IQ, Ltd.

AUGUST 2005–DECEMBER 2005
London, UK

- Worked directly alongside a British entrepreneur to launch a series of developmental DVDs and CDs for young children. Baby IQ and its award-winning products have been featured in the Guardian and on Radio 4, and can currently be found in stores across the US and UK, as well as in the skies with Virgin Atlantic Airlines.
 - Designed Baby IQ's printed assets, including DVD and CD artwork, magazine advertisements, letterheads, business cards, proposals/business plans, point-of-purchase and other sales signage, and informational brochures.
 - Co-edited the second title in the DVD series.
 - Assisted in the design and development of a trade show booth at London's largest exhibition hall, set up an Amazon.com marketplace for Baby IQ products, and produced Baby IQ's digital advertisements.
 - Handled administrative work including the organization of the company's accounts, sales, inventory, invoice settlement, and customer assistance.
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Intern
Edge Advertising

JUNE 2005–AUGUST 2005
Washington, DC

- Worked within a team of 10 to assist in the production of print, web, and branding campaigns for a range of small businesses and non-profit organizations in the Capitol Hill area.
 - Worked on brochures, web sites, logos, bumper stickers, photomontages, and other assorted promotional materials.
 - Assisted in the company's administrative work, including invoice settlement and employee time sheet management.
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Intern
Touchstone Consulting Group

JULY 2004–AUGUST 2004
Washington, DC

- Worked with the firm's graphics team to produce digital and printed graphics.
 - Created business model diagrams, event graphics, and PowerPoint presentations.
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AFFILIATIONS

Volunteer

National Geographic/Vision Workshops Photo Camp

- The Photo Camp program teaches students in underserved communities all over the world how to express themselves and their surroundings through the creative arts of storytelling and photography.
- Traveled with groups to Seattle, Washington; Miami, Florida; and soon to Chad, Africa.