MICHAEL LASCARIDES

http://lascarid.es/

EMPLOYMENT EXPERIENCE

Design strategy, web development and user experience consultant *1994–present (intermittent).*
I run my own consultancy designing and building solutions for a wide variety of clients from small start-ups to Fortune 100 giants, with a special focus on libraries, museums and other non-profits.

Senior manager for web initiatives *New York Public Library. February 2011–June 2012.*
I currently run the web development department of the NYPL, with responsibility for usability and production of the Library's main web sites (on Drupal, Rails, and proprietary platforms), serving over 2.5 million visitors a month. I have made instrumental contributions to the development of the Library's digital strategy in a time of overwhelming change.

Digital user analyst *New York Public Library. September 2008–February 2011.*
As user analyst for the NYPL's Digital Experience Group, performed usability testing, audience research, and user experience design advisory. Frequently involved with development of new digital tools to further the Library's research goals.

Senior developer & information architect *Alexander Interactive. 2007–2008.*
Responsible for strategic planning, use cases, testing plans, wireframing, user profiles/personas, and user experience design for a wide variety of clients at a busy interactive agency. Helped build a large content management system for a popular online media platform using Ruby on Rails.

Senior web project manager/senior developer *Bliss Spa. 2003–2007.*
Lead e-commerce designer and developer, completely rebuilding their web sites, back-end systems, hosting arrangements, and presiding over multiple complete redesigns. As a result, sales and traffic on the company's sites increased nearly five-fold in just a little over three years. Before leaving, I project managed the site's move to a full-featured real-time J2EE platform.

Senior technical producer *DigitalForm Ltd. 1999–2001.*
For this award-winning arts and the fashion design shop, I developed technical solutions for creative problems, and oversaw the implementation of those solutions. Position grew out of a freelance stint as a designer, and turned into a bridge between the creative and the technical sides of the business.

Quality control supervisor *Pluzynski/Associates. 1995–1997.*
Responsible for digital and print quality assurance in busy direct-mail design firm with many blue-chip clients. Easily handled constant tight deadlines. Oversaw processes as well as the final product, and gained much experience deciding quickly on the best (and most proper) way to get things done.

TEACHING EXPERIENCE

School of Visual Arts *1999–present.*
Continuing Education courses: HTML, Next Generation Web Design, Web Programming with PHP and MySQL, Javascript. MFA courses: Web Programming I, Web Programming II.

New York University *2006–present.*
Continuing Education courses: Web Design Intensive, Information Architecture: Fundamentals, Information Architecture: Intermediate, E-commerce Design, Web Usability.

COMPUTER EXPERIENCE

❖ **Internet user since 1987.**
❖ Skilled in strategic planning, user testing, wireframes and other User Experience/Interaction Design tasks.
❖ Expert HTML/CSS skills (including real-world hand-coded implementations of HTML/XHTML/HTML5, CSS3, etc). Avid user of frameworks and tools such as Twitter Bootstrap and SASS.
❖ Expert in Ruby on Rails, PHP/Drupal, JavaScript and JQuery with multiple real-world implementations. Strong Perl and Java/JSP.
❖ Near-expert Flash and ActionScript skills.
❖ Strong XML and XSLT.
❖ Over twelve years' experience developing and maintaining relational databases (MySQL, Microsoft SQL Server/T-SQL, SQL/400, FileMaker, 4D, etc.).
❖ Expert user of Illustrator, and Photoshop.
❖ Advanced knowledge of systems administration, security and encryption, especially Linux and Apache.
❖ Excellent communication skills: experience with classroom teaching, public speaking, audio/visual presentations, technical writing, documentation and editing.
❖ Expert with most major issues in design for the Internet: usability testing, browser incompatibilities, device-responsive design and standards compliance (including ADA accessibility issues).
❖ Advanced digital photography and video experience.
❖ Some experience in many other major graphics, video and sound programs (Premiere, After Effects, ProTools, QuickTime, RealAudio, FinalCut Pro, GarageBand, Motion, Shake, MAX/MSP/Jitter, etc).
❖ Much other experience with programming (Processing, ActionScript, Applescript, C), Arduino, networks, DNS, troubleshooting, imagesetters, CNC machining, and much more.

EDUCATION

BS, New York University *Summa cum laude.*
Information Systems Management (with Application Programming concentration).

PUBLICATIONS

❖ *Book:* "**Next-Gen Library Redesign**", Neal-Schuman Publishers, 2012.
❖ *Article:* "**Infomaki: An Open Source, Lightweight Usability Testing Tool**", Code4Lib Journal, Nov 2009 (http://journal.code4lib.org/articles/2099)

SELECTED PRESENTATIONS

❖ Featured speaker, Service Excellence Symposium, 2009
❖ Featured speaker, NERCOMP Usability SIG, 2009
❖ Featured speaker, Columbia University Libraries, 2009
❖ Featured speaker, Massachusetts Library Association, 2010
❖ Featured speaker, NYLINK, 2010
❖ Featured speaker, Hawaii Library Association, 2010
❖ Keynote speaker, New Zealand National Digital Forum, 2011
❖ Featured speaker, Auckland War Memorial Museum, 2011
❖ Featured speaker, State Library of New South Wales, 2011