

Summer Schrader

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EDUCATION

M.A., Social Sciences, University of Chicago (Chicago, Ill.), graduated Dec. 2012 with 3.7 GPA

- Focus on neuroscience, medical anthropology, and philosophy of science and technology

Graduate-level coursework, University of Florida (Gainesville, Fla.), 2009-2010

- First CORE Master's in Architecture student ever to have been offered an admissions scholarship

B.A., Florida Atlantic University (Boca Raton, Fla.), graduated *magna cum laude* in Dec. 2007

- 3 majors: Psychology, Interdisciplinary Social Sciences, Interdisciplinary Arts & Humanities

SKILLS

Web Development: Proficient in HTML5, mobile-first, responsive CSS 3, CSS preprocessors (LESS, SASS, Stylus), and JavaScript templating engines (ejs, jade, handlebars); Intermediate-level knowledge of JavaScript, jQuery, Node.js, and event-binding frameworks (enough to build a node.js based website or application); Working knowledge of PHP (enough to build websites and Wordpress themes)

Content Management Systems: Wordpress, DotNetNuke, and multiple node.js-based CMSs

Web Design: Proficient in Adobe Creative Cloud suite, including Photoshop (10+ years), Illustrator (6+ years), InDesign (6+ years), and Dreamweaver; Proficient in GIMP (6+ years); Strong typography skills; proficient in Axure (1+ years)

Writing: 10+ years academic and technical writing and editing experience, completed University of Chicago's famous Little Red Schoolhouse Writing Workshop

Web Analytics: Google Analytics, Omniture / Adobe SiteCatalyst, IBM CoreMetrics, Monetate

Other: WebStorm; Visual Studio; Git; Tortoise SVN; Microsoft Office Suite; remote IT troubleshooting

RELEVANT WORK EXPERIENCE

Designer / Developer / Analyst / Writer (Freelance / Contract)

Feb. 2013–present

- Designed, coded, wrote copy, and initiated web analytics for landing pages (in a single sitting) and full websites (including the band Kansas)
- Wrote and edited software tutorials, financial newsletters, academic work, novels, and resumes
- Automated digital marketing initiatives using HootSuite, the Twitter API, and other assorted APIs and social media applications
- Conducted remote troubleshooting and in-house general IT support at Noble Financial Group

Web Designer • Bankrate.com (Palm Beach Gardens, Fla.)

Feb. 2015–Jan. 2016

- Designed landing pages, responsive emails, graphics, logos, banner ads, etc.
- Designed and coded custom testing dashboard
- Worked with software engineering team to strategize database architecture for multivariate test result documentation and analysis
- Strategized organizational system and version control for Analytics team
- Wrote and coded living style guide (SASS, KSS)
- Wrote in-house UX guides and glossaries

- Analyst / Designer / Technical Writer** • HiConversion (Boca Raton, Fla.) May 2014–Dec. 2014
- Clients included National Geographic, Pier1, Lenscrafters, DKNY, Fathead, Burt's Bees Baby, Lancome, Gopher Sport, and other enterprise-level clients with responsive sites
 - Developed site audit process to diagnose enterprise-level ecommerce funnels with respect to user experience (UX) best practices and KPI-based web analytics (using Google Analytics, Adobe Omniture SiteCatalyst, CoreMetrics, and proprietary in-house platforms)
 - Designed, monitored, and evaluated adaptive multivariate and A/B/n experiments to boost key KPIs like conversion rate and revenue per visitor
 - Wrote 150-page developer-focused technical manual for eOptimizer 2.0 AMVO platform
 - Wrote VALUE Optimization Framework for diagnosing and optimizing eCommerce customer experience (CXO)
 - Conducted cross-browser and cross-device functional QA testing and troubleshooting on enterprise-level eCommerce sites; advised management on QA automation project
- Web Developer / Designer** • VPP (Boca Raton, Fla.) Nov. 2013–March 2014
- Hand-coded mobile-first responsive landing pages in HTML 5, CSS 3, JavaScript, jQuery, and Bootstrap
 - Wrote search engine-optimized marketing copy
 - Advised marketing team on UX/UI best practices
 - Addressed cross-browser compatibility issues
 - Made existing DotNetNuke sites responsive
 - Advised on migration from Tortoise SVN to Git
- Lead Technical Writer** • AIG / David Wood Personnel (Boca Raton, Fla.) Aug. 2013–Nov. 2013
- Wrote, edited, and designed layout of textbooks for pharmaceutical and medical device sales representatives
 - Wrote and edited online certification exams
 - Consulted on website navigation and user experience
 - Coordinated between management and IT
- Co-founder & Researcher** • Voices and Visions Lab (Chicago, Ill.) Aug. 2012–Jan. 2013
- Co-wrote and edited IRB and NIH grant proposals
 - Helped write website content
 - Mentored undergraduate Research Assistants
 - Co-designed several research projects using mixed qualitative and quantitative methods
 - Advised collaborators on multimedia projects, including a video game and documentary film
 - Collaborated with an international team of researchers from DePaul University (Chicago, Ill.), Rutgers University (New York, N.Y.), Institute of Psychiatry (London, U.K.), and Durham University (Durham, U.K.)
- Teaching Assistant** • FAU Department of Mathematics (Boca Raton, Fla.) Sept. 2007–June 2009
- Lectured mathematics courses on topics including Statistics, Math for Liberal Arts, Excel, MiniTab, and SPSS
 - Wrote unique, funny practice exercises to better engage student interest
 - Edited exams and quizzes to better align with student evaluation goals
 - Promoted to only full-time Teaching Assistant in the department
 - Compiled grades and assessed student progress
- Research Assistant** • Center for Complex Systems and Brain Sciences (Boca Raton, Fla.) Jan. 2007–Dec. 2007
- Designed testing stimulus to measure event-related potentials via EEG
 - Helped design fMRI experiment to investigate neural loci for interval timing
- Writer and Web Production Specialist** • Citigroup Smith Barney (Boca Raton, Fla.) Dec. 2005–June 2006
- Wrote and edited financial newsletters and website content
 - Researched investment opportunities
 - Designed and coded Brazilian Breeders website
 - Organize charity polo match
 - Recruited clients from equestrian community

COMMUNITY OUTREACH & VOLUNTEER EXPERIENCE

- Editor • Asylum Magazine** (National outreach from Delray Beach, Fla.) Oct. 2013–Sept. 2014
- Invited to edit and design first U.S. issue of U.K.-based Asylum Magazine
 - Solicited submissions from currently incarcerated individuals and other hard-to-reach groups
- Patient Care Volunteer • VITAS Innovative Hospice Care** (Boynton Beach, Fla.) Feb. 2013–May 2014
- Provided companionship and emotional support to hospice patients and their family members
- Assistant to Occupational Therapists • Tacachale Center** (Gainesville, Fla.) May 2010–July 2010
- Assisted in occupational therapy for adults with severe intellectual disabilities
- Assistant in Conductive Education • Jordan Klausner Foundation** (Gainesville, Fla.) April 2010–May 2010
- Assisted in conductive education and occupational therapy for children with severe autism, cerebral palsy, and other disabilities of the central nervous system
- Volunteer Tutor • FAU Office for Students with Disabilities** (Boca Raton, Fla.) Sept. 2006–May 2009
- Offered tutoring help and encouragement to students with a variety of disabilities

PUBLICATIONS, POSTERS, & PRESENTATIONS

- Schrader, S.R. (2013). Illuminating the heterogeneity of voices in a multiple perspectives research paradigm. *Psychosis: Psychological, Social and Integrative Approaches*, 5(3), 216–225.
- Schrader, S.R. & Shattell, M. (2013). “Cultural cognition”: What mental health researchers and clinicians might learn from the climate change debate. *Issues in Mental Health Nursing*, 34, 842–843.
- Schrader, S.R. The Way Forward: Critical reflections on barriers and facilitators for meaningful participatory mental health research. Organized and Chaired at Society for Community Research and Action 2013 Biennial. Miami, Florida, June 29, 2013.
- Schrader, S.R. How interdisciplinary interactions with the voice hearing community can change public attitudes and research paradigms. Presented at Society for Community Research and Action 2013 Biennial. Miami, Florida, June 29, 2013.
- Schrader, S.R. Promoting Transformative Change in Mental Health: Creating an International Network. Co-presented at Society for Community Research and Action 2013 Biennial. Miami, Florida, June 27, 2013.
- Schrader, S.R. Public intellectuals’ roles in the hearing voices movement. Presented at Thinking Publicly, Drew University, New Jersey, June 7, 2013.
- Schrader, S.R. The role of public voices in the hearing voices movement. Presented at Public Voice, Human Rights, Social Justice Across Time and Space: A Multidisciplinary Symposium, Florida Atlantic University, April 6, 2013.
- Schrader, S.R., Jones, N., & Shattell, M. (2013). Reflections on sociopolitical identity and mental diversity in the context of culturally competent psychiatric care. *Issues in Mental Health Nursing*, 34(1), 62–64.
- Schrader S.R. International perspectives on hallucination research. Presented at Intervoice World Congress 2012. Cardiff, Wales, September 21, 2012.
- Gordon, R.L., Magne, C., Schrader, S.R. & Large, E. EEG Study of temporal alignment of words and melody in song perception. Poster presented at The Neurosciences and Music III: Disorders and plasticity conference. Montreal, Canada, June 25–28, 2008.