

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 mobile-first, responsive CSS 3, HTML5, JavaScript, jQuery, Node.js, CSS preprocessors (LESS, SASS, Stylus), and JavaScript templating engines (ejs, jade, handlebars); Working knowledge of PHP and Wordpress templating

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
- Organized test results and version control for Analytics team
- Wrote and coded living style guide (SASS, KSS)
- Wrote glossaries and guides for design and editorial teams

Analyst / 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 including a video game and documentary film
- Helped write website content
- Mentored undergraduate Research Assistants
- Co-designed several research projects using mixed qualitative and quantitative methods
- Advised collaborators on multimedia projects, 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.