

Ray Spiess

102 South Owen Drive. Madison, Wisconsin 53705 / rhspiess@wisc.edu / 608 320-2727
rayspiess.com

CAREER SUMMARY

Dedicated, versatile web developer with proven success in producing web sites, web applications and email.

PROFESSIONAL EXPERIENCE

Web Developer

Division of Information Technology
University of Wisconsin-Madison,
Madison, Wisconsin

Developed web sites with DoIT Communications group (a team environment of writers, designers, and marketing specialists). Involved in all areas of coordination and production:

Web design coordination

1. Defined needs, develop concepts
2. Determined budget, format, audience, and other objectives
3. Coordinated work with programmers, system administrators, and other specialists
4. Served as resource in resolving technical problems and other enquiries

Senior Information

Processing Consultant

2010 to present

Web design production

1. Planned and organized site structure
2. Designed drafts per clients requested style, technique and production method
3. Developed web/database applications
4. Wrote and/or edited copy for web pages
5. Produced and converted and posted photographs, video and illustrations
6. Incorporate text, graphics, multimedia, data resources
7. Ensured that web sites and systems operated without significant interruption
8. Maintained, revised and redesigned web sites
9. Other responsibilities have included choosing, purchasing and installing new computer systems and assisting with hiring, training, and providing feedback to employees.

Information Processing Consultant

2002 to 2010

Associate Information

Processing Consultant

1994 to 2002

Editor of Corporate Publications

Temperature Control Specialties
December 1990 to January 1994

Produced direct mail, catalogs, advertisements, sales brochures and trade shows exhibits. Editor of sales and marketing materials. Purchased printing, photography, mailing, and other publishing-related services.

Marketing Assistant

Auto Glass Specialists
Madison, Wisconsin
January 1989 to December 1990

Created printed marketing material: direct mail, assisted with two monthly newsletters, etc. Wrote articles for company newsletters.

EDUCATION

University of Wisconsin-Madison, Bachelors of Science, English, 1987

AREA OF EXPERTISE

Web development: WordPress (installation, maintenance, theme and plugin development)

Search Engine Optimization (SEO): Google Analytics, Google Custom Search

Accessibility: WebAIM, A11y, webpage auditing tools such as Google Lighthouse

Email: Litmus, MailChimp, Lyris (UW-Madison's WiscList)

Programming: JavaScript, Node.js, Vue.js, PHP (particularly Wordpress-related PHP), Gitlab.

Web editors: Visual Studio Code. Visual Studio

Graphics: Adobe Creative Suites (Photoshop, Illustrator, Dreamweaver, etc.), 3D: Rhinoceros 3D, ZBrush, Three.js

References available upon request