Ray Spiess

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rayspiess.com

CAREER SUMMARY	Dedicated, versatile web developer with proven success in producing web sites, Wordpress plugins and themes, web applications and email.

PROFESSIONAL EXPERIENCE

Web Developer

Information Processing Consultant - Systems Developer - Senior

2010 to present

Division of Information Technology, University of Wisconsin-Madison

Install, maintain, optimize WordPress web sites for DoIT Communications group.

Develop and modify WordPress themes (including UW-Madison theme)

Develop WordPress plugins.
1. Enabling non-technical staff to publish to construct and send HTML emails (to WiscList, campus mass email service).
2. Staff directory information using university data.

Integrate Google Analytics and Google Custom Search into web sites. Provide help with user tracking and improve overall Search Engine Optimization (SEO) of web sites and email.

Made improvements to the design, production and delivery of email promotions and newsletters.

1. Worked with editor and graphic designer to created
2. template for HTML email (TechNews newsletter is sent to all campus students and staff).
3. Assisted marketing and communications staff with email, including periodic all-campus mailings and with DoIT's weekly internal newsletter.

Web Designer

Information Processsing Consultant - Web Designer

2002 to 2010

Division of Information Technology, University of Wisconsin-Madison

Improved Computing at UW-Madison web site and subsidiary sites such as DoIT Installation and Repair, Voice/Telephone Services, InfoAccess, Digital Publishing and Printing Services, and DoIT Human Resources.Acted as liaison with DoIT Professional Training and Education's. (PTE) student web staff. Worked with PTE to improve the administrative system for events and classes.

Participated in hiring process, interviewing, making hiring decisions; adding two new employees. Helped with training of web publishing tools and editorial workflow..

Converted existing static maps of kiosk and computer lab locations in to interactive Google maps.

Developed forms and apps using JavaScript and third party tools.

Became group expert in video conversion and the posting of streaming media.

Wrote and edited for newsletter and web site (wrote column in monthly newsletter about interesting web sites at UW-Madison.) Wrote and posted style guide and polices to improve consistency and efficiency of publishing practices.

PROFESSIONAL EXPERIENCE (continued)

Associate Information Processsing Consultant

1994 to 2002

Division of Information Technology, University of Wisconsin-Madison

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

Met with clients, provided proposals for web work, and followed through once proposals were accepted, resulting in new business for Publishing.

Helped a wide variety of DoIT and other UW-Madison groups create and maintain effective web sites. Duties preformed include consulting, planning and coordinating work flow, cost estimating, design and production and maintenance of web sites.

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
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. Wisconsin Union Directorate Ideas and Issues Committee, University Book Store Board of Trustees.

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

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

Web editors: Visual Studio Code. Visual Studio

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

References available upon request