Roc Johnson
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QUALIFICATIONS:
A Web professional with 20+ years experience delivering strategic and innovative digital solutions. Demonstrated experience as a leader in the healthcare digital space as well as a successful web entrepreneur. Expert in web strategy, mobile/tablet strategy, social media strategy, website design and development, mobile app design and development, mobile web design and development, responsive web design, mobile first, content strategy, UI/UX, SEO, SEM and team building.

PROFESSIONAL EXPERIENCE:
Nov 2008-Present, Director of Web Services, Methodist Le Bonheur Healthcare
Serve as Director of Web Services for a large healthcare system to develop Web, Mobile/Tablet and Social Media Strategies for organization-wide web initiatives.

- Developed web, mobile and social media strategies leading the Web Steering and Web Advisory Committees
- Launched pilot of beacon and geofencing technologies in January 2015
- Worked with COO to develop and integrate the myMethodist Health & Wellness program into our mobile apps to promote wellness in the community
- Among the first healthcare systems in the nation to launch Mobile First and Responsive Design websites
- Led Content Strategy projects for both external and internal websites improving the patient online experience
- Launched multiple incremental redesigns of external websites including MethodistHealth.org, LeBonheur.org and MethodistMD.org
- Among the first healthcare systems in the nation to be chosen by Google for their Indoor Maps project
- Launched Consumer Engagement Patient Portal for system-wide online services
- Implemented Online Bill Pay with revenue of exceeding $10 mil since July 2012
- Led the design and development of our mobile app for iOS and Android
- Implemented real-time ER Wait Times on MethodistHealth.org, mobile web, our mobile app and Facebook
- Established $100,000 in yearly savings by migrating to an open source Content Management System and open source internal productivity tools
- Developed web and video strategies for Physician Alignment and Physician Profile initiatives
- Reorganized and manage strong in-house web team including Web Designers, Web Developers, Web Editors and Web Coordinator
- Developed SEO and SEM strategies for external websites
- Leading Innovation Team with focus on open data, interoperability and improved online patient experience
- Member of the Patient Portal Steering Committee

Nov 2004-Nov 2008, Principal, RocJohnson.com
Served as Principal and lead Web Developer and Web Designer for successful Memphis virtual interactive agency.

- Designed and developed web sites, Flash interactives, Flash games and web applications for national, international, regional and local clients
- Generated close to $250,000 in revenue for 2006 and 2007
- Clients included The World Bank, National Geographic, The Smithsonian's National Museum of Natural History, Ocean Conservancy, FedEx, Smith & Nephew, Hilton Worldwide, DC.gov, IRS.gov, The Discovery Channel, Food Network and HGTV

Mar 2004-Nov 2004, Director of Interactive, archer>malmo advertising
Served as Director of Interactive for the most broadly awarded full-service advertising agency in the southeast region.

- Led the implementation of a new strategic initiative for the agency's interactive department
- Restructured the interactive team to strengthen internal web development skills- Generated new interactive opportunities with the agency's existing clients
- Led the team to new successes with troubled existing projects
- Cut outdated projects with little to no ROI

Mar 2003-Mar 2004, Managing Partner, Johnson/Graber, LLC
Served as Managing Partner as well as lead Web Designer and Web Developer for the small local interactive, advertising and brand strategy agency.

- Led the creation and growth of Johnson/Graber into a successful, award-winning interactive agency
- Led interactive design and development projects to successful completion for clients including Fortune 500 companies as well as prominent local, regional and national companies

Feb 2001-Mar 2003, Principal, internet<dot>design
Served as Principal and sole-proprietor as well as lead Web Designer and Web Developer for internet<dot>design.

- Led the creation and growth of internet<dot>design into a successful interactive boutique
- Led interactive design and development projects to successful completion for clients including Fortune 500 companies
- Partnered with many local and regional advertising agencies to develop interactive solutions for their clients

Apr 1999-Feb 2001, Chief Web Developer/Designer, Sossaman + Associates Advertising
Served as both Chief Web Developer and Web Designer for local advertising agency Sossaman + Associates Advertising.

- Led the Web team as Chief Web Developer/Designer
- Designed and developed award-winning web sites and interactives for many of the advertising agency's clients
- Assisted in growing the web team during changing times in web industry
- Created direction for the web team and implemented the team's web process

Jan 1997-Apr 1999, Senior Design Technologist, Towery Publishing, Inc.
Served as Senior Design Technologist, Web Designer and Web Producer for Towery Publishing, Inc.

- Led the web department in merging Towery's design and technology skills to create Web sites with award-winning design combined with cutting-edge technology
- Brought all Towery books to the web in a dynamic and easy-to-maintain Web site
- Designed and developed Towery's MapLocator website and custom Content Management System

Jan 1995-Jan 1997, Web Designer, Internet Marketing Consultants, LLC
Served as Web Designer and HTML Coder for one of the first local web design agencies.

- Launched some of the first websites in the Memphis area
- Designed first generation websites using early graphic technologies such as animated gif and image maps
- Coded first generation websites using early technologies such as HTML 2.0, frames, and JavaScript for Netscape 2.0
- Coded websites for first generation web browsers including Netscape 2.0 and Internet Explorer 2.0

TECHNOLOGY:
Java, ASP.NET, PHP, MS SQL, MySQL, JQuery, JavaScript, Bootstrap, Responsive Web Design, HTML, CSS, Flash Authoring and ActionScripting

ACCOMPLISHMENTS:

- Presented "The Rise of Mobile Web" at the 2013 Annual Healthcare Internet Conference
- Presented "Impactful Usability" at the 2011 Annual Healthcare Internet Conference
- Awarded Best of Show and two Gold ADDY awards at the Memphis Ad Fed ADDY Awards for the Flash-based Web site for The Lofts Memphis
- Awarded a Gold ADDY at the Memphis Ad Fed ADDY Awards for the design and development of the Flash-based game "Dress Rockey" for the Memphis Redbirds
- Awarded Judges' Special Award and a Gold ADDY at the Memphis Ad Fed ADDY Awards for the Flash-based Web site for Allen Hoshall
- Chosen to speak on "Using Web Technology to Enhance Brand Positioning" at the ITEC Conference in Memphis, TN

ASSOCIATIONS:
Member of Methodist Le Bonheur Healthcare's Associate Partners' Council for improving the patient experience

EDUCATION:
San Francisco State University, San Francisco, CA, Fall 1995
Multimedia Studies Program

University of Memphis, Memphis, TN, 1989-1994
Bachelor of Arts, major in Music Business

References Available Upon Request. Please visit www.RocJohnson.com to view portfolio of work prior to Nov 2008.