

EVAN RUSACKAS

INTERACTION • EXPERIENCE • GRAPHIC
DESIGN & DEVELOPMENT

2948 20th Street
Apt. #101
San Francisco, CA 94110
(415)359-5422

✉ evan@rusackas.com
🐦 [@rusackas](https://twitter.com/rusackas)
in linkedin.com/in/rusackas
🖱 rusackas.com

OBJECTIVES

To design, implement, and improve web/application/mobile interfaces, making the experience both intuitive and memorable for end users. To take advantage of the new and exciting technologies and practices to make the processes of design, development, and testing all integrate smoothly. To work with a team of like-minded designers, developers, and content creators in a challenging and creative environment. To take on a role that caters to my interests, skills, and experiences both professionally and personally. To find unique and creative solutions to design and interface issues using the latest tools, techniques, and design patterns. To design and build interfaces look, act, and feel like home.

EMPLOYMENT HISTORY

Definition LLC • Partner and Co-founder

San Francisco, CA • 3/2004 - Present

Responsibilities include design for web, print, mobile, and other mediums. Information architecture, user interface development, design concept development and build-out, wireframing / storyboarding, testing / troubleshooting, extensive coding and styling of website front-ends. Management of production teams, employees, accounting, and various business management tasks.

MI Media • Art Director

Torrance, CA • 6/2001 - 3/2004

Responsibilities include typesetting, design, and layout of three magazine publications geared toward musicians, totalling 18 issues per year combined. Design and production of corresponding websites, collateral materials, CDs, and ad layouts for both the publications and paid advertisers thereof. Additional responsibilities included limited copy writing and copy editing.

EDUCATION

California State University, Monterey Bay • BS, 2001

Telecommunications, Multimedia, and Applied Computing major, with an emphasis in design. Graduated cum laude.

PROFESSIONAL SKILLS

- Advanced knowledge of CSS, including CSS3 and SCSS / SASS
- Advanced knowledge of HTML, including HTML5, and familiarity with HAML
- Intermediate level JavaScript development, including jQuery / jQuery Mobile
- UI/UX wireframing and storyboarding
- Proficient with PHP and MySQL
- Responsive design (i.e. CSS media queries)
- Navigation development and information architecture
- CSS & Javascript troubleshooting for current and vintage browsers
- Experience with accessibility, progressive enhancement, and graceful degradation
- Expert knowledge of Adobe Illustrator and Photoshop including ExtendScript
- Theme development for WordPress, Tumblr, Shopify, and other platforms
- Experience with GitHub and SVN code repositories
- Familiar with Redmine, Basecamp and other project management tools
- Proficient with page layout applications including InDesign and Quark XPress
- Knowledgeable of best practices and techniques for designing and building HTML emails
- Proficient with template development for WordPress, Shopify/ Liquid, Tumblr, Squarespace, etc.
- Currently experimenting with AngularJS, web components and Polymer.

SELECTED WORK HISTORY

DEFINITION LLC, 2004-2014

- Founding partner. Definition is a complete media solution provider, offering design and development services for interactive and traditional media. Principal duties include visual design, and user interface design, and front-end development (CSS/JS) of mobile and desktop websites
- As owner/operator, many responsibilities held including project management, management of employees and subcontractors, accounting, contract writing, sales, marketing, social media, and client engagement from initial interviews through project completion including user testing, market research, stakeholder meetings, etc.
- Design, front-end development, and marketing of internal project sites and pilot projects, including Definition Hosting (web hosting services), Definition On Demand (on-demand DVD production and fulfillment), and Definitionstudio.com

BEER CITIZEN, 2012-2014

- Concept development, UX and UI design, prototyping, graphic design, and front-end development of the Beer Citizen website, as well as iOS and Android mobile apps
- Design of the Beer Citizen store (custom Shopify template).
- Design and Tumblr theme development, and content writing/editing for the Beer Citizen blog
- Management of all Beer Citizen social media accounts (Facebook, Twitter, Instagram, etc.)
- Design of various marketing and promotional materials, and for-sale items (banners, printed goods, coasters, stickers, t-shirts, and much more)
- Design, prototyping, content-creation, and production of HTML email newsletters

STANFORD UNIVERSITY, 2014

- Development and UI design of three apps for the Carleton Watkins exhibit at the Cantor Arts Center / Museum. Apps featured interactive digital cartographic accompaniment to providing geographic, geospatial, and historical perspective to Watkins' photographs. Apps were built using HTML5, jQuery, and CSS3 for deployment on the web and on iPad kiosks in the Museum

- UI design and development of interactive slideshow/gallery application for iPad kiosk display as part of the Eadweard Muybridge exhibit at the Cantor Arts Center/Museum. Built in HTML5/CSS3 with AngularJS, and jQuery

GRASS VALLEY, 2005 - 2014

- GV STRATUS tradeshow demo, built using HTML5 and CSS3 with responsive design. The site demos Grass Valley's solutions for streaming video, displayed on a wide variety of tablets/phones/computers
- User interface design, wireframing, prototyping, front-end development, data architecture, and templating system development for the Grass Valley Content Management System (CMS), used to build all pages and sites within the Grass Valley online ecosystem. Built with PHP, Zend Framework, CSS, and jQuery, the system provides drag and drop page building/layout, WYSIWYG content asset editing and styling, and various controls/dashboards for site/page administration/publishing, approval, auditing, permissions, notifications, and user dashboard systems throughout
- User Interface design, graphic design, and front-end development of four generations of the main Grassvalley.com site theme/template
- Localization of main site for a wide variety of languages, including CSS/theme reversal for Arabic (or other right-to-left languages)
- PHP and CSS development of various web components (re-usable/editable dynamic content elements) used in the proprietary CMS system
- UI/graphic design and front end development of themes and content components for various Grass Valley sites powered by the proprietary CMS system including:
 - Grass Valley Navigator (dealer extranet)
 - Grass Valley Partners portal
 - GV Resellers (interactive map built with Google Maps, MapBox, and lots of custom JavaScript)
 - EDIUS Editors site
 - EDIUS Training site
 - GV Museum
- Various content development, consultation, identity work, rebranding, and more, performed under a retainer agreement in place from 2008-2014

CENGAGE LEARNING, 2006-2014

- UI design, and CSS3 theme template development for HTML5 (AngularJS) interactive online student exercises/activities
- Development of Adobe ExtendScript (ECMAScript-based) automated workflows, AppleScript processes, and OSX automations/services, to produce digital assets (HTML image galleries, PowerPoint lectures, Flash/Video libraries, and more) as online and disc-based accompaniment for textbook publications
- UI design, development and production of PowerLecture CD-ROM and DVD-ROM textbook companion instructional media collections. Built around a Flash-based shell that loads XML links to various media assets produced by manual and automated production. Also designed and printed label and packaging artwork. PowerLectures have been produced for 83 textbooks
- Template design and content production for a wide variety of PowerPoint lectures/presentations
- UI design and development for Careers in Criminal justice online Flash-based applications (one for each state). UI mock-ups and prototyping, Flash development, XML content production/parsing, streaming video integration
- Design, prototyping, development, and production of online several one-off marketing/promotional websites, and Flash and/or HTML online student activities

KCETLINK / LINKTV, 2006-2014

- UI and graphic design of proprietary Content Management System (CMS) used to build LinkTV.org site and all sub-sites and partner sites under the LinkTV umbrella. CMS system includes drag-and-drop pages with WYSIWYG content “widgets,” page management/publishing system, multiple user-selectable front-end templates/themes, email newsletter building/archival, online donations system, ProTrak scheduling integration, and more
- Front-end development and UI design (collaborating with other teams) for ViewChange.org, a semantic-web video portal promoting news of global development with relevant social actions and related news/content, built with a grant from the Bill and Melinda Gates Foundation
- Design and front-end development of several partner and special promotion sites within the LinkTV CMS system, including:
 - Amnesty International music video portal

- Know The News: Online news broadcast editing suite sponsored by the Knight Foundation
- One Nation Online Film Contest: Website and CMS modules accepts, encodes, and streams user-submitted videos, and allows viewers to vote for their favorites in the contest, with additional curation/administration features on the back end
- ViewChange Online Film Contest
- Real Conversations: Custom webcam-based video commenting and discussion system, allowing users to communicate face to face about current events
- LinkTV News platform
- LinkTV World Music
- UI and theme design for the LinkTV Progress Platform, a semantic-web open-source video platform
- Design and development of one-off and recurring templates for HTML emails built for use with MailChimp, Constant Contact, and Vertical Response
- Design/UI of several custom Flash and HTML5 video players for on-site use and use as shared/embedded players
- Experience LinkTV interactive video portal
- Various content development, consultation, identity work, rebranding, and more, performed under a retainer agreement in place from 2008-2014

PHARMAGEL INTERNATIONAL, 2006-2014

- Design and front-end/template development of four generations of the Pharmagel International website
- Development of custom Shopify theme for Pharmagel International. Includes extensive modification to allow registration, special pricing, and additional locked site content for wholesale/professional customers
- UI Design of custom CMS back-end for the Pharmagel International and KareCo websites, including page creation/editing/layout, product creation/editing/management, e-commerce administration, news/PR management, retailer locator administration, coupon/discount codes and more
- Front-end development of KareCo and Lumenesse sister-company websites (designed by third parties)
- Coding and production of all HTML emails for promotions/announcements, and design of approximately half of the emails produced
- Various design and development work performed under a retainer agreement in effect since 2006

CONTEMPORARY JEWISH MUSEUM, 2011-2012

- Design and development of HTML-based kiosk video gallery/player application for display in the Black Sabbath exhibit
- Adaptation of in-museum interactive map/timeline application for web based deployment

PEARSON EDUCATION 2008-2012

- UI design and production of HTML instructional modules for online delivery and interactive Flash learning modules (e.g. drag and drop labelling exercises)

CATHOLIC TEACHER RESOURCES, 2007-2012

- Design, information/content architecture, front-end development, and maintenance of the Catholic Teacher Resources website and CMS back-end. Built as a custom Wordpress blog, with custom CMS system for subscription payment processing, and subscriber management/outreach.
- MySQL DB and front-end/template modifications implementing various approaches to subscription plans, blog formats, and social media integration
- Development of automatic email notifications for subscription renewals, expirations, etc.
- CMS user admin feature development including filters, exports, payment status indicators, and more built with the PayPal API system

NATIONAL GEOGRAPHIC, 2007-2010

- Design and development/production of a wide variety of HTML email campaigns
- Design and development of websites and Flash video players National Geographic School Publishing, including Inside and Edge professional development websites, Inside In Action, and eAssignment applications

FAT SPANIEL, 2008-2009

- UI design and front-end development of Fat Spaniel website
- Design, illustration and print production of goods including business cards, disc labels, stickers
- Design and production of tradeshow booth signage/graphics
- Design and development of HTML email campaigns

- Identity/logo design and branding guidelines for SunSpec Alliance initiative

EXPLORE/ANNENBERG, 2007-2009

- UI design, content architecture, and graphic design of the explore.org website, for the first three generations of the website in coordination with the Annenberg Foundation and Link TV
- Development of custom modules built to generate Explore content, leveraging the LinkTV CMS system, so the site would function within and independently of the LinkTV website

AAA, 2008-2009

Production of Flash-based screen savers for California State Automobile Association offices and service locations

GREEN MADE SIMPLE, 2008-2009

UI design, prototyping, and front-end development of website, Flash video player, and design of ads/promotions

NEC, 2004-2007

- Design of interactive demos for tradeshows (e.g. CES) for products including FT & IA64 server products, Cache Portal, and ND-3500A drives
- Design and print management of invitations, advertisements, flyers, and event signage for tradeshows and company events
- Design and print management of postcards for marketing/outreach
- HTML email campaign design and production for several marketing campaigns and product launches
- Design and content development for websites including the NEC Storage systems, NEC Leasing Program, and Fault-Tolerant server product lines
- Design, editing, product photography, and print coordination for the Express5800/320ma server brochure
- Design, copy writing, illustration, and print coordination of NEC JobCenter brochure
- Design, illustration, technical writing, and product photography for the NEC ND-3500A and corresponding website and Installation & Quick Start guide

NAVAL POSTGRADUATE SCHOOL, 2004-2007

Visual design and custom development of various IME (instructional media) activities, built in Flash for use in coursework at the Naval Postgraduate School

SGI / SILICON GRAPHICS, 2006

- Graphic design, information architecture, copy writing/editing, and front-end development of the SGI storage website pages
- Design and production of slide decks for storage system sales and marketing

MI MEDIA, 2001-2006

Art direction, design, layout, and print management for Fingerstyle Guitar Magazine, Bassics Magazine, and StickIt Magazine. Design and production of corresponding CD publications, websites, collateral/marketing materials, and advertisements.

OTHER CLIENTS

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|---------------------------------|-------------------------------|-----------------------|-----------------------------------|
| ■ Ubisoft Entertainment | ■ AccuGroove | ■ Pacific Grove Inn | ■ Dermetix |
| ■ Sappo Hill | ■ BrickHouse Bar & Restaurant | ■ Instar Records | ■ Center for Healthcare Education |
| ■ Aguilar Amplification | ■ Bubbly | ■ Peter Samuels | ■ Doorbell Dining |
| ■ Gallien Krueger Amplification | ■ San Francisco Kendo Dojo | ■ MSP Grid | ■ ReadyPac Produce |
| ■ Vestax USA | ■ Monterey Bay Chocolates | ■ Colorworks Printing | ■ FreshExpress |
| ■ Rita Barella Productions | ■ Thomas Kinkade Museum | ■ Fleetwood Fibre | ■ Fresno Unified School District |
| ■ Twist Inc. | ■ SunStar Media | ■ Traversant, Inc. | |
| ■ Caskey Lees, Inc. | ■ Wayfarer Inn | ■ Flyadisc | |