



## Sean Camden

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## Webmaster

I've worn many hats in my career, but a love and fascination for everything to do with the Web has been a common thread throughout.

Long a passion of mine, I'm super excited that more companies are finally realizing the importance of Web Accessibility!

### Areas of Expertise:

Web servers (Apache, Nginx)  
HTML, CSS, Sass, jQuery, Jekyll

### Tools:

Vim, Bash, The Command Line,  
Regular Expressions, Git, Jira

### Operating Systems/Languages:

Mac, Linux, Windows  
Bash, PHP, Python

### About me

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My first computer was an Atari 400 with a keyboard like a fast food cash register, no storage media, and a loosely fitting power jack. The simple programs I wrote in Basic would last long enough, if I was lucky, to show my mom before my dog, an English Sheep Dog/Bearded Collie mix named Major, would lay down on the power cord, erasing everything.

Today, many, many computers later, I am platform agnostic but prefer to work in OS X for the well-designed GUI and seamless terminal integration. Although the un-repairability of the modern MacBook Pro is starting to get me down.

I enthusiastically enjoy using Linux and other open source software to work and play (and also to manage the family media). My comfort on the command line dates back to the years before installing Windows 3.1 from a dozen or so floppy disks. DOS was fun, but I really love Bash.

I taught myself HTML in the late 90s and started using it professionally just a few years later at Mattel Interactive. At the same time I worked in Digital Pre-Press and Creative Services departments doing page layout, photo-manipulation and print production. Digital production shifted gradually to the sidelines over the years, and now I look to Web Development for my main occupation.

My text-editor of choice is Vim. I enjoy the power of CSS, jQuery, PHP, Python, and regular expressions for accomplishing a wide variety of Web objectives.

Aside from computers, I have many other interests, not the least of which is my family. Also, writing, music, literature and art. I enjoy cooking and eating spicy food, and I love a nice cup of tea.

A lifelong resident of Marin County, I moved to Novato in 1999 and live there still with my wife and children and two cats.

### Experience

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#### Peet's Coffee & Tea, [peets.com](#)

Webmaster  
Emeryville, CA 2011–2018

Responsible for daily marketing updates to **peets.com**, a **Magento CMS** running in **Amazon EC2** instances. I translate the designs from the Creative Services department into **HTML** using **SCSS**, **XML**, **PHP**, and **jQuery**.

Was integral to two complete redesigns of **peets.com** and saw transition from a site built with **ASP**, running on **Microsoft IIS** to one built with **PHP** running on **Nginx**.

Worked closely with an outside agency (**Interactive Accessibility**) and remote developers on the **peets.com ADA compliance** project.

#### Swirl Interactive, Eleven Inc, and others

Web Developer  
San Francisco, CA 2009–2011

Executed landing pages, registration forms, interactive Flash ads, and HTML email campaigns for clients such as **AAA**, **Callaway Golf**, **Lennar Homes**, **Tuck School** at **Dartmouth**, **AARP**, **eBay**, **PayPal/BillMeLater** and **PG&E**.

#### Wells Fargo

Consultant  
San Francisco, CA 2009–2010

Developed, proposed, successfully implemented solution addressing the merger of the **Wachovia** and **Wells Fargo intranets** for the Wealth Management Marketing division.

## Hamilton Partners

Production Artist, Print and Web  
Healdsburg, CA

2004–2009

Worked on packaging for **RadioShack's ZipZaps, Xmods, and VEX Robotics kits**. I was **promoted into the Web Department**, Flash-based sites and widgets for **Microsoft's Encarta brand**, and **HP's** small and medium business printer division.

Wrote **CSS/HTML**; **developed a Bash script** that, with **ImageMagick** and **Illustrator** files, created a multi-panel thumbnail of a brochure, automatically, eliminating a laborious and time-consuming **Photoshop** procedure.

Developed **blackboxwines.com: WordPress/jQuery**, with client reviews, edits implemented, alpha, beta from Photoshop to completion in under three weeks, **on deadline, for all major browsers (including IE6)**.

## Broderbund/Mattel Interactive/Riverdeep

Assistant Webmaster, Print and Web Production  
Novato, CA

1999–2004

As a member of the **Creative Services** department, I worked with Art Directors, Designers, and Engineers in various capacities such as **Production Artist, Associate Editor** and **Assistant Webmaster**. I worked on the riverdeep.net site, and the Creative Services **intranet**.

Notable titles and brands I worked on include **Printmaster, Calendar Creator, Print Shop, Carmen Sandiego, The Oregon Trail, Reader Rabbit, Destination Math, Destination Reading** and **Destination Success**.

## All-American Printing Services

Digital Pre-Press/Designer  
Novato, CA

1996–1999

**Performed every aspect of pre-press** and quickly became familiar with files from many different applications (**PageMaker, FrameMaker, QuarkXPress, Illustrator, Freehand, Photoshop**, among others) and mediums, such as film, color-keys, plates, and devices such as digital proofers, the Xerox Docutech, the Fiery color-laser printer in a turn-key print operation.

**Designed and implemented a virtual press schedule** using two networked Macintosh 6100s, Adobe PageMaker and Timbuktu remote control software **that allowed the press room and the prepress department to update the same schedule dynamically** from different parts of the building.

## Education

**O'Reilly School of Technology** in association with  
**The University of Illinois at Urbana-Champaign**

[www.oreillyschool.com](http://www.oreillyschool.com)

2011–2013

## Graphic Arts Institute

San Francisco, CA

1997–1998

Advanced Pagination with QuarkXPress Certificate

Advanced Illustration with Illustrator Certificate

Advanced Editing with Photoshop Certificate

## College of Marin/Indian Valley College

Kentfield, CA/Novato, CA

2001–2003

## Self-Taught

Mac, Linux, Windows, CLI, Bash, Vim,  
Regular Expressions, HTML, CSS, Sass, Git, Apache,  
Nginx, MySQL, Magento, WordPress