



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.

Areas of Expertise

Web production: HTML, CSS, Sass, jQuery, Apache

Tools:

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

Operating Systems/Languages:

Mac, Linux, Windows
Bash, PHP, Python

Experience

Webmaster peets.com

Emeryville, CA August 2011–December 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.

Freelance Web Developer

Swirl Interactive, Eleven Inc., Session Creative...

San Francisco, CA June 2009–August 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.**

Web Consultant

Wells Fargo

San Francisco, CA December 2009–May 2010

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

Production Artist, Print and Web

Hamilton Partners

Healdsburg, CA April 2004–May 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.**

Assistant Webmaster, Production Artist, Print and Web

Broderbund/Mattel Interactive/Riverdeep

Novato, CA March 1999–April 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.**

Digital Pre-Press/Designer

All-American Printing Services

Novato, CA November 1996–March 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 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

<http://www.oreillyschool.com/> 2011–2013

Graphic Arts Institute

San Francisco, CA June 1997–June 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 Spring 2001–Spring 2003

Self-Taught

Mac, Linux, Windows, CLI, Bash, Vim, Regular Expressions,
X/HTML, jHTML, CSS, CVS, SVN, Git, Apache, Litespeed,
WordPress, Drupal, Magento, MySQL

References

Available by request

Mini-Bio

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.

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. But Photoshop, Illustrator, and InDesign remain familiar tools.

My text-editor of choice is Vim. I enjoy the power of regular expressions, PHP, MySQL, and JavaScript (particularly jQuery) for accomplishing a wide variety of Web objectives. I use the WordPress and Magento CMSs.

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.