META5

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AUTOBIOGRAPHY

My passion for art began a decade ago during the prominence of hip-hop music. Through the Four Elements of hip-hop (graffiti, breakdancing, rhyming and DJ'ing), I received a thorough education in the skill of communicating abstract ideas and powerful emotions. The more sophisticated my music became, the more I aspired to find a field of study that would improve my education in multimedia and keep pace with interactive media.

In 2001 I studied front-end Web Design at the Chubb Institute of Technology. Shortly there-after I completed my BA in political science from the University of Michigan and went onto a career working in internet technology.

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OVERVIEW

Skilled New Media designer with comprehensive understanding of XHTML, CSS, AS3 and Javascript languages. Ability to find solutions to design and rendering issues who can meet deadlines in a high paced environment. A team player, who is organized and communicates effectively to achieve business objectives.

Specifically, I must design and deliver the front-end UI for new product offerings. I have to perform day-to-day maintenance of existing product offerings and help develop site strategy as it relates to design, front-end architecture, and user experience. I give assistance in defining strategy for audience development and brand recognition while helping to shape revenue models for online products. I must also communicate effectively as I work closely with Tech Team and Lead Engineers to ensure that products are delivered on time.

TECHNICAL KNOWLEDGE

DBMS:	MSAccess, SQL
Software:	Adobe Illustrator/Photoshop, Flash 8/CS3, FLVPlayer v3.9, Final Cut Pro, Adobe After Effects, Dreamweaver, BB Edit, Fetch, Podcasting, Pro-Tools, Cool Edit Pro, Hammerhead, Swish, Propellerhead Reason, Microsoft Visual C++, MSWord, Excel, PowerPoint
Operating Systems:	Windows OS, MAC OS X
Languages:	HTML, CSS, ActionScript 3.0, XML/XSL, JavaScript, JQuery, PHP
Hardware:	IBM PC, Macintosh

Keas, Inc
San Francisco, CA
03/10 - present
Software Engineer

- Integrate video components within Care Plan Authoring tool.
- Provide online methods and solutions toward Care Plans.
- Utilize CSS, HTML, JQuery and JSTL create conditions based on user data.
- Worked with developers to integrate applications that successfully communicated with server side connections.
- Utilized extensive knowledge of cross-browser compatibility to ensure proper page rendering that met standard W3C compliance.
- Responsible for communicating with principals and managing their objectives from inception through completion.

Lynette Sweet District 10 Supervisor
San Francisco, CA
02/10 - 07/10
Integration Engineer

- Integrate software and data components with external applications and databases.
- Provide online methods and solutions toward campaign funding.
- Utilize CSS, HTML and Javascript to integrate software applications within web and mobile user interfaces.
- Worked with developers to integrate applications that successfully communicated with server side connections.
- Utilized extensive knowledge of cross-browser compatibility to ensure proper page rendering that met standard W3C compliance.
- Responsible for communicating with campaign principals and managing their objectives from inception through completion.

Human Liberation
Dublin, CA
09/09 – 01/10
UI/UX Designer

- Utilized CSS and HTML to create web user interface.
- Created wireframes and design mockups to determine design strategy.
- Implemented wireframes and design mockups within the user interface using XHTML and CSS.
- Utilized JavaScript and JQuery to create behavioral instances to enhance usability.
- Made weekly deadlines to complete projects and meet company objectives.
- Utilized extensive knowledge of cross-browser compatibility to ensure proper page rendering that met standard W3C compliance.
- Responsible for scoping projects, communicating with stakeholders, and managing these projects from inception through completion.
- Managed the development of the entire redesign of the Human Liberation website.

VenueSoft, LLC
Oakland, CA
08/08 - 05/09
UI/UX Designer

- Utilized CSS and HTML to create web user interface.
- Utilized JavaScript to create behavioral instances to enhance usability.
- Created wireframes and design mockups to determine design strategy.
- Implemented wireframes and design mockups within the user interface using XHTML and CSS.
- Made weekly deadlines to complete projects and meet company objectives.
- Utilized extensive knowledge of cross-browser compatibility to ensure proper page rendering that met standard W3C compliance.
- Responsible for scoping projects, communicating with VeneuSoft, and managing these projects from inception through completion.
- Managed the development of the entire redesign of the VenueSoft website.

META5
Oakland, CA
08/08 – 05/09
Flash Designer/Developer

• Responsible for scoping projects, communicating with idea originators and the development team, and managing these projects from inception through completion.
• Created wireframes and design mockups to determine design strategy.
• Utilized CSS and HTML for user interface layout as well as SEO compliance.
• Utilized Flash AS3 to create dynamic, interactive user interface.
• Implemented design mockups within the user interface using Flash AS3, XHTML and CSS.
• Utilized XML playlist to leverage Flash AS3 code to display data across the UI.

InfoWorld Online Media
San Francisco, CA
03/07 - 08/08
Sr. Web Producer

• Created wireframes and design mockups to determine design strategy.
• Implemented design mockups within the user interface using XHTML and CSS.
• Published web pages to live server in order to meet daily deadlines for product reviews.
• Utilized extensive knowledge of cross-browser compatibility to ensure proper page rendering that met standard W3C compliance.
• Aided in a variety of maintenance issues including Joeron's FLVplayer UI QA, InfoWorld's page alignment issues, unified IDG brand XML podcasting and general troubleshooting.
• Incorporated audio recordings into XML files to create podcasts for IBM, Dell, Microsoft and CISCO that grossed up to $1M per podcast.
• Utilized Flash AS3 and XML to create additional interactivity for InfoWorld's "Outsource Yourself" project as well as for InfoWorld's Marketing Department website.

GAP Online
San Francisco, CA
11/06 - 03/07
Digital Artist

• Responsible for the maintenance of online image assets within DBMS for GAP, Old Navy and Piperlime brands.
• Utilized digital scan interface to maintain accounts of GAP, Old Navy and Piperlime brands.
• Performed color-correction on GAP, Old Navy and Piperlime products for use on their online medium.
• Took photographer stock images and retouched them for use on GAP, Old Navy and Piperlime campaigns.
• Worked in conjunction with director, photographer and models to develop optimum settings for brand recognition.
• Produced over 50 images a day to meet stringent Christmas holiday deadline.

CNET Networks, Inc
San Francisco, CA
05/06 - 11/06
Photo-Production Intern

• Performed color-correction on consumer products for use on CNET product reviews of PDA's, mobile phones, automobile and computer tech products.
• Managed the production of photo assets to meet daily program deadlines.
• Worked closely with the Producer to retouch and upload 100 images online for daily CNET News and reviews.
• Responsible for the maintenance of online image assets within DBMS.
• Took photographer stock images and retouched them for use on CNET Product Reviews.
• Worked with photographer to create optimum settings for photo-shoots.

Harris Business
Sausalito, CA
03/06 - 05/06
Webmaster

- Utilized CSS and HTML to create user interface.
- Troubleshoot hardware and network problems.
- Establish hosting and domain information for client business.
- Maintain contact with other IT support teams to strengthen business.
- Responsible for the maintenance of online image assets within DBMS.
- Develop web application for e-commerce site for consumer use.

Susie Linquist Photography
Cardiff, CA
06/05 - 01/06
Webmaster

- Utilized CSS and HTML to create web user interface.
- Used Flash 8 technology to create custom ads.
- Used Javascript for interactive image gallery.
- Made weekly deadlines to complete projects and meet company objectives.
- Utilized extensive knowledge of cross-browser compatibility to ensure proper page rendering that met standard W3C compliance.
- Responsible for scoping projects, communicating with stakeholders, and managing these projects from inception through completion.
- Managed the development of the entire redesign of the Susie Linquist Photography website.

ADP
Clifton, NJ
03/04 - 08/04
LAN Administrator

• Provide support to all regional LAN users, performing troubleshooting, diagnostics and evaluations to determine solutions and alternatives
• Analyze LAN user needs and recommend procedure software packages and/or tools that increase productivity. Install equipment, lines and software necessary to meet LAN requirements.
• Configure, update and maintain all operating systems, and apply upgrades and fixes to existing applications.
• Responsible for the existing wire plant cables and equipment and for insuring those additions conform to the established length and labeling standards.
• Responsible for administration of LAN users, including adding/deleting users and maintaining LAN security (i.e. assign user rights/restrictions) and file attributes.
• Responsible for the prompt and accurate installation and setup of new associates hardware (e.g. PC or Lap Top cabling), software access (e.g. Lotus Notes, ADP Access), network security profiles (NetWare, RAC 5), and any other technical administration tasks associated with a new hires starting with ADP.

United Nations
New York, NY
01/00 - 09/01
Database Administrator

• Maintained accurate financial records for all field office expenditures using tracking software.
• Account management for all UNDP and other field offices for the United Nations.
• Utilized Integrated Management Information System (IMIS) to record incoming charges incurred by field offices away from New York Headquarters.
• Provided various queries to determine financial accounts expenditures for Account Receivables department.

EDUCATION

Academy of Art
San Francisco, CA
MFA Computer Arts

University of Michigan
Ann Arbor, MI
BA Political Science
08/2003

Chubb Institute
Parsippany, NJ
AA Web Design
05/2002

ORGANIZATIONS

Usability Professionals' Association
09/2009

Pac IT Pros Association
09/2004

DEFINITION

META5 is a proprietary digital media player application, used for playing and organizing digital music and video files. META5 uses Flash AS3 technology to create a more interactive musical and visual experience. Artwork is displayed in a slideshow format that is created by the user and then uploaded along with the corresponding audio/visual file. The artwork acts as a symbol for the folder that contains the corresponding file which glides along the x, y and z-axis in a three dimensional space.

META5 is a media player that is user generated. It allows the user to listen to music and/or watch videos in their own order and in their own words thus createing a personalized and emotional experience.

REASON

The purpose behind the META5 player is largely due in part to the change in the monetization of music and video. Once Napster arrived on the scene with it's first version of P2P file sharing, the landscape of music and video distribution was altered forever. With the advent of the iTunes media player and the mobile iPod version, music and audio had a new method of being transported, sold and marketed. The major media companies were left stuck in quicksand as many of them were not equipped to handle this new medium. Consequently, a war of litigation began between the giant media conglomerates, musicians and the fans. Lost in the whole translation were the fans, the ones with a personal stake in the music. With so much money at stake, media companies who already controlled the market, now wanted to control the fans and how they viewed the medium.

BACKGROUND

META5 is a standalone digital media player application, designed with teh purpose of playing audio/visual content of other artist's work. META5 is designed to handle music and video using FLASH CS3 and Actionscripting technology combined with XML client side scripting. With the incorporation of the Papervision 3D Object package, the META5 player creates a cutting edge, interactive user experience.

ABSTRACT

I want to build a digital media player that plays audio and visual content. Unlike more traditional media players, I would like it to empower the user by giving them the opportunity to choose the order and artwork of the music and videos. I will design an interactive user interface, using FLASH AS3 technology and Actionscripting that will allow the user to view their data in a three dimensional realm.

The media player will incorporate audio and visual content through the use of XML Flash technology and the Papervision 3d Flash packages. These tools will help to reflect a contemporary and relevant style that communicates to the younger mainstream audience that is familiar with digital media technology.

CONCEPT

My intentions are to create an interactive media player that will display audio and video from a personal and emotional experience. I have been resolute in integrating the proper use of effective design with cutting edge technology to create an interactive media player that combines the experience of physical musical albums and the new digital medium to form a personalized user experience.

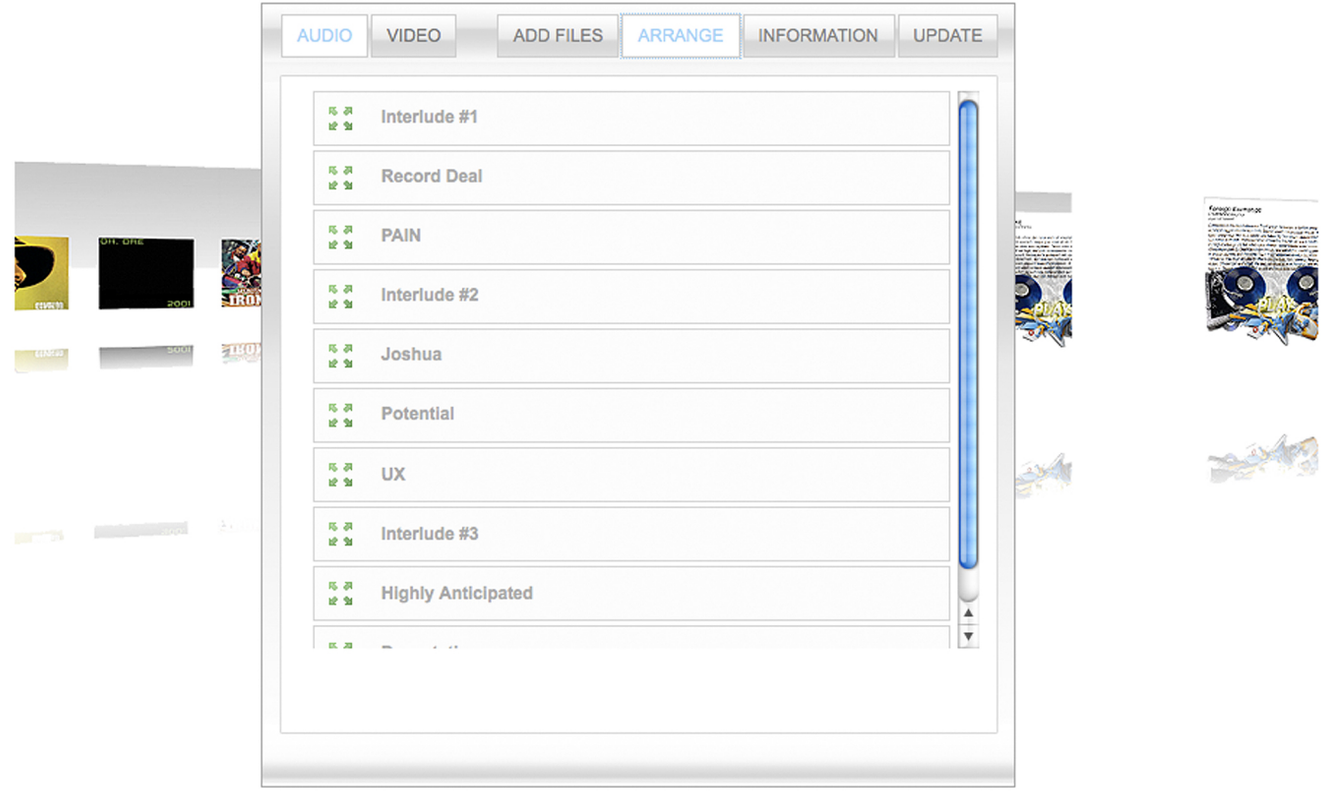
This online portal will be found at meta5player.com. A local version has been created for the Academy of Art Library which allows only for playback functionality only.

AUDIO PAGE

BUCK-SHOT!
...9TH WONDER?!
Buckshot and 9th
Chemistry
Duck Down Records
1. Intro
2. Chemistry 101
3. He's Back
4. Now A Dayz [That's Whatz Up]
5. Slippin
6. Side Talk
7. The Ghetto
8. Food for Thought
Chemistry is a 2005 collaboration album by Buckshot of the Boot Camp Clik and 9th Wonder of Little Brother. 9th provides all the production on the release, leaving the rapping to Buckshot, with guest appearances from members of the Boot Camp Clik and the Justus League. This album is paralleled by the Black Moon album "Alter the Chemistry." Buckshot of Black Moon (Boot Camp Clik) and 9th Wonder of Little Brother (Justus League) come together to bring us one of the best releases of 2005
META5

VIDEO PAGE

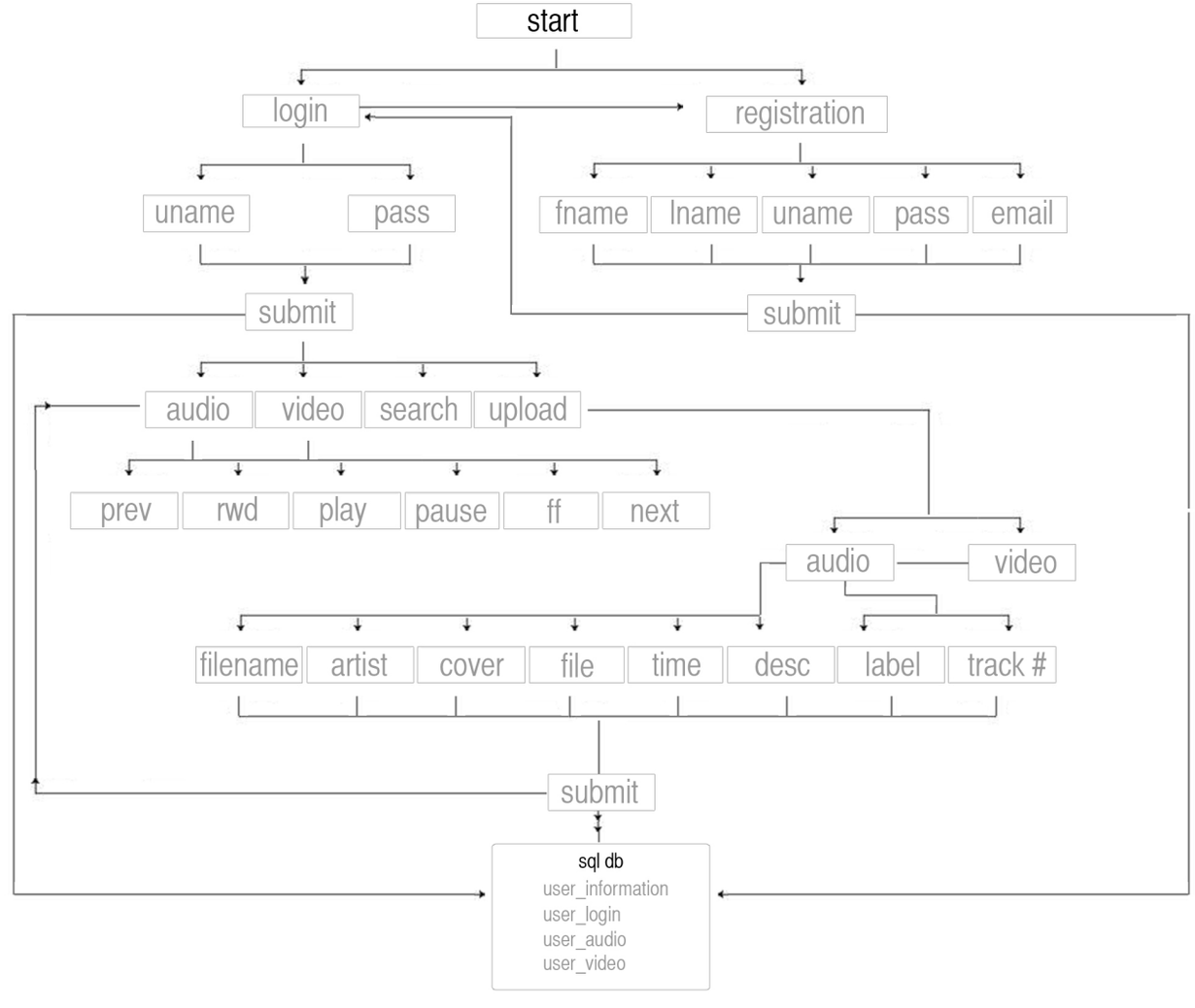
UPLOAD PAGE


AUDIO
VIDEO
ADD FILES
ARRANGE
INFORMATION
UPDATE
Interlude #1
Record Deal
PAIN
Interlude #2
Joshua
Potential
UX
Interlude #3
Highly Anticipated

GALLERY VIEW

NAVIGATION & SEARCH CONTROLS

FLOWCHART


start
login
registration
uname
pass
fname
lname
uname
pass
email
submit
submit
audio
video
search
upload
prev
rwd
play
pause
ff
next
audio
video
filename
artist
cover
file
time
desc
label
track #
submit
sql db
user_information
user_login
user_audio
user_video

OBJECTIVE

As I embark on this new journey at the Academy of Art, my intentions are to create a digital media player that presents the interactive data into a more personal experience. I would like to enable the user to truly experience media in their own words rather than having to digest media in the manner that corporate entities force feed music and video down our collective throats.

Upon my arrival to the San Francisco Bay area, I have been resolute in integrating proper use of design with cutting edge technology. Incorporating these skills with my technical client side programming background was a valuable asset in constructing the META5 player.

TARGET AUDIENCE

The final product should resemble traditional digital media players but contain a more three dimensional user interface in a style that reflects the climate of today's audience. My main target group are people that use internet technology not only to obtain data but also during their leisure time. Typically this audience is online 80% of the time either on a computer or on a mobile device. Target users also normally visit sites such as Youtube, Facebook, Twitter and MySpace for interaction in real time.

Those users from ages 12-35 are a market that not only understand the language of diigital media, but also have the power to effect change through their purchase power. According to the current Nielsen Ratings, "consumers have clearly indicated that they are eager to control their own music libraries, one song at a time" [1].

1 - *ITUNES REACHES 14 PERCENT OF ACTIVE INTERNET UNIVERSE, SKYROCKETING 24 PERCENT YEAR-OVER-YEAR, ACCORDING TO NIELSENNETRATINGS*
[NIELSEN RATINGS, JANUARY 19, 2000]

SITE MAP

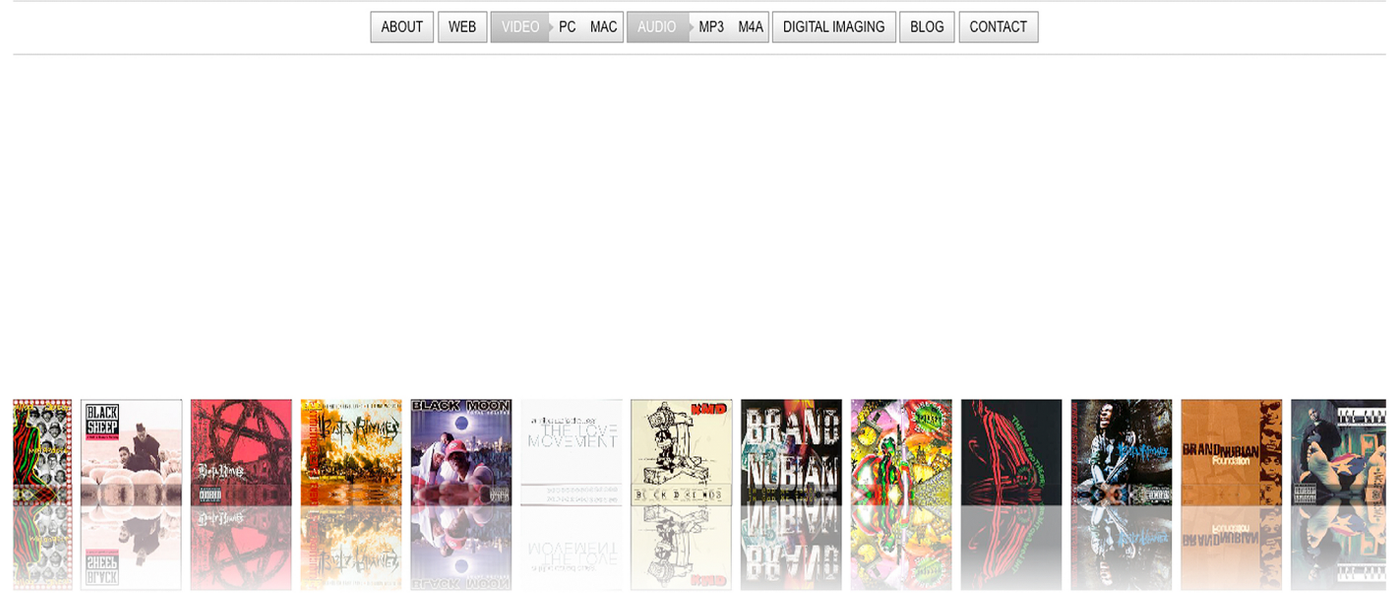
HOME	AUDIO	VIDEO	INFORMATION
• Learn More	• Video Page	• Audio Page	• Audio Page
• Audio Page	• Upload Page	• Upload Page	• Video Page
	• Search	• Search	• Upload Page
	• Audio Page	• Information Page	• Search

MOCKUPS

ADAGIO
VOL
AUDIO
SETUP
EQ
VIDEO
MUSIC
INTERVIEWS
PICTURES
ADAGIO
MEDIA PLAYER

ADAGIO
ADAGIO
VOL
AUDIO
SETUP
EQ
VIDEO
MUSIC
INTERVIEWS
PICTURES
ADAGIO
MEDIA PLAYER

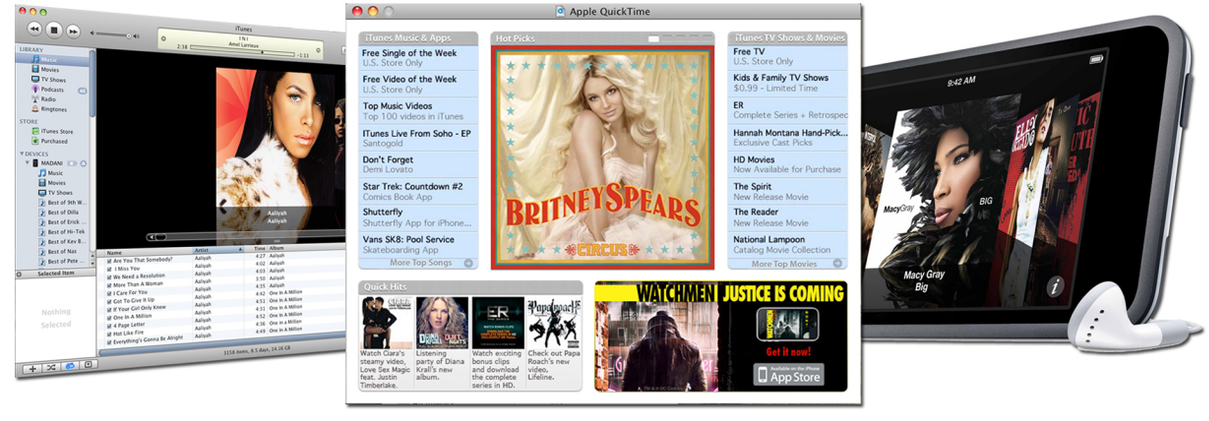
MOCKUPS


ABOUT
WEB
VIDEO
PC
MAC
AUDIO
MP3
M4A
DIGITAL IMAGING
BLOG
CONTACT
BLACK SHEEP
BLACK MOON
THE LOVE MOVEMENT
BRAND NUBIAN
Foundation

MOCKUPS

black moon
enta da stage
BLACK MOON
Enta Da Stage
1. Track 1 Goes Here
2. Track 2 Goes Here
3. Track 3 Goes Here
4. Track 4 Goes Here
5. Track 5 Goes Here
6. Track 6 Goes Here
7. Track 7 Goes Here
8. Track 8 Goes Here
YOU RATE IT :
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum
NOW PLAYING: Track 1 Goes Here 03:22 VOLUME

INSPIRATION



COMPARISON ANALYSIS

Both iTUNES and the META5 player are digital media players that allow users to listen and view media through software. A major difference between the two is in the manner in which the user can perform these actions. iTunes provides the user with three standard views: Cover Flow, List and Standard that correspond to the file format using the MAC OS. The Standard View shows files in an alphabetical format that resembles an EXCEL spreadsheet. List View with Cover Flow shows albums with symbolism combined with the spreadsheet look of the Standard View.

Unlike iTunes, the META5 player shows these albums within one standard format. The META5 player displays the data in a floating album gallery that hovers along the z-axis in a three dimensional space as opposed to the two dimensional view of other tranditional media players. The user can navigate between files on mouse movement before ever engaging a song or video to be played. If a user has already engaged a song or video, they can still navigate through using the directional arrows located at each side of the controls.

Another significant difference is that all users files are stored on a server in a database (typically referred to as “in the cloud”) that they can access with their security ID. All a user needs is a device with internet connection and their ID in order to engage the player. Now instead of being tied to a device, a user can access their data anywhere at anytime.

COMPARISON ANALYSIS

The META5 player allows the user to upload music in the manner that they see fit. A user can upload songs in the order taht they would like as well as upload image artwork and provide their own personalized description. More traditional media players are built with the intention of being the distribution channel by which media is owned by the distributor. As it stands, iTunes is the leading distributor of all media. This also allows them to set the market for pricing as well as royalty payments. It also allows gives them a monopoly on media sales.

META5 provides the user with ownership by storing the files they upload in a database so that they can get access anytime they need. There is no distribution issues especially when it comes to updating files. Once your files have been stored in the database, it is there forever.

TESTIMONIALS

“This is so cool. I love it.”
- Kathleen Gallagher, 15

“It’s actually surprising. This is more interactive than any player I have ever used.”
- Dariun Robinson, 22

“Innovative, interesting and dynamic. It pulls me in and I could spend all day here.”
- Jennifer Gallagher, 26

“You’ve made a cool interface. The three dimensional view is my favorite part.”
- Julian Carlisle, 39

BIBLIIOGRAPHY

1. Nielsen/Net Ratings, “iTUNES reaches 14 Percent of Active Internet Universe, Sky-rocketing 241 Percent Year-Over-Year, According to Nielsen/NetRatings”

2. Wikipedia, “Digital Media Player”

3. Wikipedia, “iTunes”

4. Kenwood, www.kenwood.com

5. Pioneer, www.pioneer.com

ACKNOWLEDGEMENT

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