

# WEB BARR

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## EXPERIENCE

### Web Designer/Producer, *National Geographic* magazine

August 2013 - Present

#### UX/UI DESIGN/FRONT-END DEVELOPMENT/CONTENT STRATEGY

- I work on a small team tasked with experimenting with new ways to tell stories online at National Geographic.
- Design, prototype and build new article layouts, interactives, photo gallery treatments; as well as, produce unique site experiences like *The Serengeti Lions*. These experiments help provide insight into which potential designs, layouts and libraries National Geographic might want to standardize; as well as, letting us know what does and doesn't resonate with our audience.

### Project Lead and Curator, NatGeo FOUND Tumblr

March 2013 - Present

#### FOUNDER/DESIGNER/CURATOR

- Pitched the concept of a "window into our past" Tumblr of mostly unpublished older photos from the National Geographic photo archive.
- Led the design and development process for FOUND, the official National Geographic Tumblr.
- Today, FOUND resurfaces archived photos that are rare and/or have never been published for an audience of over 250,000 Tumblr followers.

### Web Producer, *National Geographic* magazine

2008 - 2013

#### NGM.COM PRODUCER

- Content Producer for *National Geographic* magazine features, photo galleries, and interactives.
- Designed and developed unique story-focused interactive features, graphics, and maps each month using HTML, CSS, and JavaScript.
- Home Page editor
- Produced daily dispatches from photographers in the field for "Field Test" and "Field Test: On *Everest*" online features.

#### "YOUR SHOT" PHOTO COMMUNITY PRODUCER

- Edited and produced daily photo galleries, puzzles, special projects and wallpaper for the "Your Shot" photo community.

### Production Assistant

January 2008 - November 2008

#### MAP OF THE DAY PRODUCER/RESEARCHER

- Researched and produced the "Map of the Day" online feature.
- "Map of the Day" highlighted both historical and relevant maps that corresponded to each day of the year.
- Cleared digital rights for each map. This required daily negotiations with historical maps copyright holders for permissions to run them online.

## PROJECT

### MILLENNIAL TRAINS PROJECT: DISRUPTING COLLEGE SEARCH

August 2013

- Crowd-funded my participation on the inaugural Millennial Trains Project, a transcontinental train journey that empowered a small group of millennials to work on a project of their choice to explore new approaches for tackling major challenges facing the United States.
- My project focused on identifying ways to fix the broken college selection process.
- Interviewed college admissions officers and students about their college recruitment experiences to form the basis for building a product that would make the college search process more transparent for everyone.

## EDUCATION

### THE UNIVERSITY OF THE SOUTH

2003 - 2007

B.A., Political Science, with a concentration in international politics

## SKILLS

Web Design  
UX Design  
Content Strategy  
Photoshop  
InDesign  
HTML5  
CSS  
JavaScript (Experience implementing javascript libraries, writing jQuery, etc...)  
Rapid Prototyping (Using Bootcamp, Keynote, etc...)  
Digital Copyright Management  
Google Analytics  
SEO/SMO  
A/B Testing  
CMS's (Wordpress, Django based CMS's, Tumblr)  
Photo Editing  
Mapbox

## PERSONAL

Webby Awards Winner 2012, 2011, 2010  
  
Copy-edited Guy Kawasaki's book, *Enchantment* as part of a "beta test" group 2011  
  
Zaarly: Grassroots marketing in Washington D.C. 2011  
  
University of the South Men's Tennis Team Member 2003 - 2005  
  
National Outdoor Leadership School (NOLS) Graduate 2001

## INTERESTS

Building Digital Products  
Classical History/Architecture  
Digital Storytelling  
European Soccer  
Horse Racing  
Kentucky Basketball  
Reading  
Running  
Talking Digital Media  
Teaching (HTML/CSS, Photo Editing, etc...)  
Tennis  
Traveling  
Typography  
UX Design  
Value Investing