



ROB CAMERON

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PROFILE

I am one of the few true designers slash developers, able to build a web app from end to end—from paper sketches to production code. I am a huge advocate of Web Standards and using the latest technologies to improve the user experience. I believe in designing the interface first and letting the back-end follow—the interface *is* the product. I believe in agile, iterative development. I am always following the leading edge of new technologies and I am constantly learning.

EXPERIENCE

USER INTERFACE ARCHITECT, ACTIVE NETWORK — 2008-PRESENT

Active provides online registration, articles and community for endurance and team sports. Active had never had a dedicated user interface designer (in a company of more than 1,500 employees) until this department was created for me after two years as lead developer on one of their major products (see next job description).

- Only interface designer for nearly one third of the company's public facing properties.
- Create everything from simple Photoshop comps to **HTML/CSS/JS** prototypes, to **Ruby on Rails** prototypes with databases and **REST interfaces**.
- Set image and style guidelines across sites and products, include Active's flagship site, Active.com.
- Use **AJAX technologies** wherever it makes sense and improves the user experience.

LEAD DEVELOPER, ACTIVE NETWORK — 2006-2008

As lead developer for one of their products, eteamz, I was responsible for **site and server architecture**, project management, code releases, **Subversion repository management**...the list goes on. The eteamz codebase is comprised of over 25,000 files totaling more than five gigabytes of code and images. eteamz receives nearly 2.5 million visits a month, accounting for approximately 60% of Active's traffic. eteamz is built with ColdFusion.

- First developer and product to use **REST services**, **AJAX** updates for improved user experience and **JSON** packages versus SOAP and XML. Exposed all kinds of functionality to other apps in the company.
- Also integrated with third party applications over standard SOAP services.
- Responsible for configuration and maintenance of more than a dozen web servers, half a dozen file servers and database server.
- Migrated site from ColdFusion 5 to 7 and from SQL Server 2000 to 2007.

WEBMASTER, AMRON INTERNATIONAL — 2003-2006

A manufacturer and distributor of diving, hyperbaric and tactical equipment.

- The only employee at the company responsible for anything web or graphics related. Definitely the go-to guy.
- Recreated the company's e-commerce site, from scratch, in two months. It was built to conform to the **Web Standards** specs set forth by the W3C. It can support an unlimited number of alternate appearances. Amron used this to present a different set of products to different customers -- a diving site for commercial diving customers, a hyperbaric site for doctors and therapists, etc. See amronintl.com for a closer look. Product organization is accomplished through a Flash/ColdFusion web application.
- Created two **product catalogs**, a 32-page manufactured products brochure and a 444-page military product behemoth. Initial designs and layouts were created in-house by me, then sent to sub-contractors for placement of product descriptions and images. All told I ended up taking more than 100 photos and built a quarter of the pages myself.
- Worked on a company-wide re-branding including the design of new logos (both military and corporate) and all associated collateral—business cards, letterhead, etc.
- Created reports for sales and data export routines for our inventory management software, Microsoft Navision.
- Administered and maintained SQL Server 2000 and ColdFusion MX (6 and 6.1) servers.

WEBMASTER, AKIVA CORP., CARLSBAD, CA — 2001-2003

A software company providing tools for community building (chat and message board software). Responsible for the entire **development and maintenance of corporate website**, extranets and intranet, as well as **design and implementation of marketing efforts** and **interface design** for products.

- Designed, constructed and maintained two corporate websites, including e-commerce functionality.
- Built back-end reporting and tracking system for order fulfillment and marketing campaigns
- Developed user interfaces for all products, balancing design and user needs while incorporating overall uniformity between development and marketing departments
- Created several product tours with Flash 5 and Flash MX
- Worked to establish new company identity (logo design, print collateral, site concerns) as the company re-branded from ChatSpace to Akiva.
- Initiated and created a consistent look and feel for company collateral, product packaging, CDs and manuals.
- Administration of Microsoft IIS 5.0, Microsoft SQL Server 7.0/2000 and ColdFusion 5/MX

WEB DESIGNER, OPTUM INC., COSTA MESA, CA — 2000-2001

Development and maintenance of **corporate website**, extranets and intranet, as well as support for Corporate Marketing including **design for print**.

- Designed and constructed two corporate websites and three extranets while constantly updating and expanding the intranet.
- Developed excellent time and resource management skills by working with two departments and consistently delivering high-quality work to both within strict deadlines.
- Created several complex, highly interactive applications using an advanced knowledge of Flash 5 ActionScript.
- Accepted the responsibilities of learning Cold Fusion and database design, while maintaining my original position. As a result, Optum did not have to hire another person.
- Developed project management skills while owning several projects and seeing them through to completion.
- Administration of Microsoft IIS 5.0, Microsoft SQL Server 7.0 and ColdFusion Server 4.5.

OPEN SOURCE PROJECTS

Alfred <http://github.com/cannikin/alfred>

A Ruby on Rails application for controlling other Ruby on Rails applications. Alfred monitors the state of apps running on your server and can start/stop/restart them from a simple web interface.

Coldfusion on Wheels <http://cfwheels.com>

A port of the Ruby on Rails framework for Coldfusion. Featuring an MVC architecture complete with an ORM modeling package. Also contained a generator for creating controllers and models, as well as scaffolds for getting your app started as quickly as possible.

Rubyweaver <http://rubyweaver.gilluminate.com/>

A Dreamweaver extension for Ruby code coloring and syntax highlighting.

validator.js <http://github.com/cannikin/validator>

Simple Javascript library for client-side form validation.

SKILLS

HTML
CSS
Javascript, AJAX, JSON
Web Standards and Accessibility
REST Services

Ruby on Rails
ColdFusion
Subversion
Git

Photoshop
Illustrator
InDesign

REFERRALS

Tom Werner 760-672-0832 tom@mojombo.com
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