JEN SLOAN
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SUMMARY OF QUALIFICATIONS

Accustomed to a fast-paced environment where deadlines are a priority
and handling multiple tasks is normal. Possess a broad range of experience
related to web site development, graphic design, photo editing, and the presentation
and organization of information.

ONLINE PORTFOLIO

www.jensloan.org

PROFESSIONAL EXPERIENCE

2006 to 2008 Web Manager, The Journalism School Columbia University
Managed The Journalism School web site, www.journalism.columbia.edu, with the Associate Dean for
Communications, the technology team and school stake holders. Re-launched site with re-design /
re-branding and FatWire Content Management System. Responsibilities included:
• Collaborated with stake holders to improve clarity, usability and timeliness of web site.
• Worked to increase web traffic from search engines. Search engine optimization changes increased the
  site's traffic from Google 110% in 2008 compared to 2007 referrals.
• Photo editing: selected images; built slide shows; populated the site with strong images.
• Worked with HUGE Inc. designers and school staff on design development for re-launch.
• Worked with FatWire CMS consultant and in-house web developers to integrate front-end design and
  new architecture with FatWire assets and templates.
• Tested functionality of CMS and web site. As quality assurance engineer, created bug list, documented
  issues and worked with in-house web developer to track solutions. On the front-end, tested links,
  checked for consistent naming for page titles and navigation, checked for consistent graphical display
  across templates.
• Reviewed site architecture; created Viso site maps for each section of the site.
• Worked with the tech team and stake holders to develop new site features: searchable database for job
  postings; RSS feed for J-School News; embedded videos and multiple slide shows.
• Supervised migration of legacy content into FatWire CMS.
• Graphical work: created icons for the site; designed pages for idiosyncratic content.
• Set up photo archive for staff retrieval of photos.
• Supervised and trained part-time work-study web assistants.
• Led FatWire training sessions for school staff. Supervised development of users' guide.
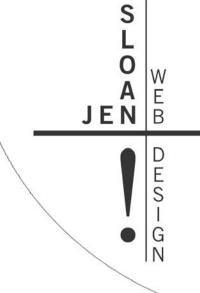
2006 Web Manager, Project for Public Spaces
Worked with web staff to improve site usability and integrate new functionality into web sites.

2005 Web Designer, New York Academy of Medicine
Developed a new web site, www.HealthLessons.org. Responsibilities included: user interface design;
wire frames; web graphics; navigation; branding. Conducted usability tests to evaluate user needs, check
functionality and clarity of design. Worked with HealthLessons project committee, web site programmer
and Director of Information Management.

2005 Web Developer, New York City Campaign Finance Board
Developed new web site features, conducted technical research and site maintenance.

1998 to 2005: Webmaster, WNYC Radio
Designed new sections of the www.WNYC.org web site, designed new site features, modified page display to improve usability. Did production work on fund drives and special web presentations.
- Designed mini-sites for special programming and national radio programs: coordinated input from departments' staff and the director of Interactive Media Department to determine needs and scope of projects. Developed look and feel, logos, created prototypes in Photoshop, coded HTML pages, wrote style sheets, refined navigation, created graphics including animated GIFs, Flash animations and edited photos. The sites included: Art of War; 9/11 Anniversary; Vote 2004; Radio Rookies; The Juggling Act; Soundcheck; The Next Big Thing; Studio 360.
- Designed new features for: sub-navigation; slide shows; web tools; and blogs.
- Trained new content producers as Interactive Department staff increased.
- Worked with the Membership Department, a writer, the platform developer and the director of Interactive Media to create the online presentation for fund drives. Produced online presentation of thank-you gifts, created animated graphical banners, edited marketing copy for the web and formatted page display of secure membership form. WNYC achieved a higher rate of online giving than any other public radio station; in the May 2004 fundraising drive, 35% of all pledges were made online.

SUMMARY OF PREVIOUS EXPERIENCE

1995 to 1997: Web Site Designer and Exhibit Developer, Children's Museum of Manhattan
Redesigned and rebuilt museum's web site. Developed fun and child-friendly look for the site.
"Seuss!" project manager for exhibition based on Dr. Seuss' books.

1991 to 1995: Exhibit Developer and Interpreter, Staten Island Children's Museum
Led production team that built interactive traveling exhibition, "Wonder Water,"
Co-authored teaching manual exploring photo journalism, "It's News To Me."

1986 to 1991: Multiple freelance jobs
Freelance photographer, still-life photo stylist, photographers' and artists' assistant.

VISUAL ARTIST
Photographer and photo collagist, exhibited nationally and internationally.

AWARDS AND GRANTS
2003 Public Radio Development Awards recognizing WNYC.org for best practices in web site design for membership web pages – Station Web Site Award
2002 Casey Medals for Meritorious Journalism – For distinguished coverage, WNYC Radio Rookies
2000 ACE award for Computer-Based Communications – Internet Web Sites, WNYC.org
　　 Public Relations Society of America, Bronze Anvil, WNYC.org
　　 Best Web Site Edward R. Murrows Regional Awards, "The Juggling Act," on WNYC.org
　　 Artists Space Special Project Grant, web-based project www.artistprotection.com
1999 Deadline Club, WNYC.org
1993 Mid-Atlantic Art Foundation grant, artist residency at Kean College, Elizabeth, NJ

EDUCATION
Digital Media Training:
Podcasting, InDesign, and DreamWeaver – Teachers College, Columbia University
Flash, Information Architecture and User Interface, and Photoshop – New School University
Presenting Information – Edward Tufte
Cascading Style Sheets – Anthony P. Staiano
Graphic Design – Parsons School of Design
Photoshop and HTML – School of Visual Arts
Film and Photography Training:
Photography – International Center of Photography
Documentary filmmaking – University of Paris at Nanterre, France
Bachelor of Arts:
Empire State College, SUNY. Majors in photography and archeology