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 design and development, photo editing, and the effective presentation of information.

ONLINE PORTFOLIO

http://jensloan.org/portfolio.html

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PROFESSIONAL EXPERIENCE

2009-present Web Communications Manager, NYU Abu Dhabi
Manage the NYUAD web site, supervise the Web Developer, work with the Director of Web Communications and stakeholders throughout the school.
• **Web site relaunch**: Project-managed the relaunch of nyuad.nyu.edu with Pentagram's design and new information architecture. Worked with NYUAD stakeholders, contractors and in-house developers.
• **Design**: Expanding Pentagram's designs to meet the needs of a rapidly expanding web site; maintaining the integrity of the design, branding and visual agreement of all the site elements.
• **Project management**: Schedul projects and workflow, communicate with stake-holders on requests for web work, do needs assessment, and establish scope and schedule for projects.
• **Photo editing**: Select photographs to convey the enthusiasm of opening the new NYUAD campus.
• **Content Development**: Review content to insure clear communication. Work with stakeholders to improve presentation of online information, meet stakeholders' goals and create a better user experience.
• **Supervising and quality assurance**: Oversee and test web development work for new site resources.

2006 to 2008 Web Manager, The Journalism School Columbia University
Managed The Journalism School web site, journalism.columbia.edu worked with the Associate Dean for Communications, consultants, the in-house technology team and school stakeholders.
• **Web site relaunch**: Worked with HUGE Inc. designers, the Associate Dean for Communications, and school staff on redesign. Revised site architecture. Worked with FatWire content management system consultant and the in-house web developers to integrate the front-end design and with FatWire templates.
• **Photo editing**: Selected images; built slide shows; populated the site with strong images.
• **Quality assurance**: Tested functionality of CMS and the web site, documented issues and tracked solutions. On the front-end, checked for consistent graphical display across templates.
• **Content development**: Collaborated with stakeholders on new site features, improved usability and timeliness of content.
• **Supervising**: Managed and trained part-time web assistants.
• **Training**: Supervised development of users' guide and led FatWire training sessions for school staff.
• **Search Engine Optimization**: 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.

2006 Web Site Manager, Project for Public Spaces
• **Improved site usability**: Worked with web staff to integrate new functionality into web sites and improve presentation of information.

2005 Web Designer, New York Academy of Medicine

• **Launched a new web site**: Created interface design for this site with many interactive features: user profiles; ability for ranking lesson plans, and saving selected lessons, <u>HealthLessons.org</u>.
• **Design and Development:** designed branding, web graphics and navigation; created wire frames; collaborated with HealthLessons project committee, web site developer, and the Director of IT.
• **Usability Testing**: Conducted usability tests to evaluate user needs, check success and clarity of design.

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, and new site features, modified page display to improve usability. Worked on fund drives and special web presentations.
• **Design**: Designed mini-sites for special programming and national radio programs: coordinated input from departments' staff and the Director of Interactive Media to determine needs and scope of projects. Developed look and feel, logos, graphics and navigation.
• **Training**: Supervised new content producers as Interactive Department staff increased.
• **Marketing**: 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
• **Design work**: Developed fun and child-friendly look for the site and rebuilt museum's web site.
• **Project management**: Managed multiple teams working on "Seuss!" exhibition development.

1991 to 1995: Exhibit Developer and Interpreter, Staten Island Children's Museum
• **Project management**: Led production team that built interactive traveling exhibition, "Wonder Water,"
• **Writing**: 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.

EDUCATION
Digital Media Training:
DreamWeaver, Podcasting and InDesign – Teachers Collage, Columbia University
Information Architecture and User Interface, and Photoshop – New School University
Presenting Information – Edward Tufte
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