

# Ken Edwards

Web Developer/Designer

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## Summary

I have been designing and developing highly scalable web sites for education and business sectors for 15 years. In 1997, launched bgnews.com, the Bowling Green State University web site for the student-run newspaper, The BG News, running the day-to-day administration of the site until 2012. I have also worked on the print side of the newspaper industry providing hardware and software support as well as production management to several publications for over 10 years. This unique combination of experiences has allowed me to develop expertise in the unified development and management of print, web, and user-generated content. While not a journalist by training, my experience has allowed me to teach print and web skills to future journalists.

While studying Digital Arts and Computer Science, I worked closely with the Student Affairs office at BGSU to consolidate and focus its online presence, redeveloping its web site and boosting the office's ability to serve its students. I applied my teaching skills to faculty development and new media training at the Center for Teaching, Learning and Technology, a position that included course management support and technology research and development.

From 2005 through December 2010, I was the Gaming channel editor at Blogcritics.org, where I worked closely with site management, writers, game publishers and public relations firms. In addition to writing reviews and hosting a podcast for the site, I spent time developing publication standards for the section and coaching its writers.

I own a small business, Meancode Media, where I helps businesses plan and execute engaging apps and sites for desktop and mobile devices. Meancode Media specializes in Movable Type, WordPress and other Content Management Systems.

## Specialties

Usability Engineering, Information Architecture, LAMP stack, IIS/Windows 2000 Server, Mac OS X Server Administration, Linux, IRIX, PHP/Smarty, Perl, ColdFusion, HTML5, CSS3, JavaScript, jQuery, jQuery Mobile, PhoneGap, Adobe Creative Suite, Movable Type, WordPress, Joomla, Drupal, Git, GitHub, FileMaker Pro family

## Experience

### **Developer at The Morton Report**

**November 2010 - Present** (1 year 11 months – Contract as needed) The Morton Report is a celebrity news, gossip, and interview site developed using Movable Type and Melody (an open source cousin of MT). Launched in the summer of 2011 to coincide with the Royal Wedding of William and Kate, and the release of Andrew Morton's book on the royal couple.

Martini Creative designed the site while my responsibilities included the front-end code and managing the CMS, as well as ongoing development of the site with new features.

This fall, a sister site will be launched, America's Most Haunted.

*Skills: Photoshop, HTML5, CSS3, jQuery, PHP, Perl, Movable Type, Amazon Web Services, Apache, nginx, Social Media APIs, GitHub, Budget and Project Management*

### **Developer at Martini Creative**

**2005 - Present** (7 years – Contract as needed) I mainly work with designs from Martini Creative and produce the front-end code for the web sites, and many times work on the back-end templates, and building out sites using Movable Type.

This has included both desktop and mobile sites, and extensive work with Google and Bing Maps.

*Skills: Photoshop, Illustrator, HTML5, CSS3, jQuery, jQuery Mobile, PHP, Perl, Movable Type, Joomla, CentOS/cPanel, Apache, Google/Bing APIs, Social Media APIs*

### **Principal at Meancode Media, LLC**

**2002 - Present** (11 years – Contract as needed) I started my own business in 2002, Meancode Media, and worked part-time until 2009 doing front/back-end web design and development, and FileMaker Pro database development for both the desktop and web applications.

From 2009 to the end of 2011 I worked full-time for Meancode Media.

*Skills: Photoshop, Illustrator, Flash, FileMaker Pro, Site Usability, Architecture and Design, HTML5, CSS3, jQuery, jQuery Mobile, PhoneGap, PHP/Smarty, ASP, Perl, Movable Type, WordPress, Drupal, Joomla, CentOS/cPanel, Amazon Web Services, IIS/Windows Server, Apache, Google/Bing APIs, Social Media APIs, PayPal APIs, GitHub*

### **Developer at 601am**

**January 2012 - August 2012** (8 months) As a full-time developer on a small team, my primary responsibility consisted of developing new Movable Type-based sites, both for desktop and mobile, using jQuery Mobile and PhoneGap.

Secondary responsibilities included handling support tickets for other websites, consisting of updating or adding functionality to these sites.

*Skills: HTML5, CSS3, jQuery, jQuery Mobile, PhoneGap, PHP/Smarty, Perl, Movable Type, Social Media APIs, GitHub, ActiveCollab*

## **Webmaster at The BG News**

**August 1997 - August 2011** (14 years 1 month) The BG News web site launched in the fall of 1997 while I was a student at BGSU. At that time, the web site and web server were run in-house. My responsibilities were overseeing the staff of students who produced the daily paper online, and maintaining the web server. I also designed and coded the site, which went through many major design and branding changes through the years.

Working with many partners over the years, bgnews.com returned to being developed and managed locally, a site I built in Movable Type and WordPress. That site was used for three years until in 2012 they decided, for cost cutting reasons, to partner with another third party.

The student staff under my supervision grew and shrank over the years, at most seven, and other times it was just myself. Managing the daily responsibilities of our Graduate Assistants and students required project management skills to fill half and full time assistantships.

*Skills: Photoshop, Illustrator, Dreamweaver, Site Usability, Architecture and Design, HTML5, CSS3, Javascript, jQuery, jQuery Mobile, Prototype, PHP/Smarty, Perl, Movable Type, WordPress., Joomla, Google/Bing APIs, Social Media APIs, CentOS/cPanel, Mac OS X Server, Apache, AppleShare IP, WebStar, Project Management, Staff Management*

## **Gaming Editor at Blogcritics Magazine**

**November 2005 - December 2010** (5 years 2 months) As Gaming Editor, I was responsible for all reviews written for the Gaming channel, including editing and promoting them. During my tenure at Blogcritics, I established a 5-star rating system, and worked with the ESRB to include their rating letter system in our reviews.

During my time at Blogcritics, which started in 2003, I wrote over 400 video game and technology reviews.

*Skills: HTML, CSS, Writing, Editing, Research, Industry Knowledge, Managing Public Relations and Developer expectations, Podcasting*

## **Database Specialist, Student Publications at Bowling Green State University**

**August 1997 - September 2009** (12 years 2 months) Working close to full-time, my main responsibilities were FileMaker Pro development, computer network management, and creating/updating QuarkExpress/InDesign templates for The BG News.

The Student Publications network consists of around 35 Mac computers and 2-3 printers, a file server and RAID, database servers and a web server.

For a number of years, the design department, Unigraphics, used a FileMaker Pro-based invoicing system I built. This interfaced with the BGSU accounting system. Other database-related responsibilities included managing the Advertising Department's system, AdManager Pro.

Finally, I was in charge of creating the templates, libraries, and styles for The BG News in QuarkExpress and NewsEdit Pro, later transitioning the Newsroom to InDesign and InCopy, and an entirely digital PDF workflow.

*Skills: QuarkXPress, InDesign, InCopy, Acrobat Distiller, NewsEdit Pro, AdManager Pro, FileMaker Pro, XML, XSLT, Mac OS X Server, Windows Server*

## **Faculty Consultant at Bowling Green State University**

1999 - 2002 (3 years) As one of many Faculty Consultants at the Center for Teaching, Learning, and Technology, (CTLT), I helped graduates, faculty, and staff understand and use web technologies such as HTML and Dreamweaver, Photoshop, and many video based products such as Media100 and Final Cut Pro. This included going through three NISDM certification courses on Media100 (which at the time was the premiere non-linear editing suite).

This involved one-on-one, single, and multi-day training sessions on projects with varying scope, initially only in HTML and Dreamweaver, then on a broad range of topics.

For the Digital Video and Audio Initiative, I was technical lead, creating the web site and handled the video compression and streaming of audio and video of many University events.

Additional duties included testing hardware and software packages for the university, and making recommendations. Common research and development included video cameras and MPEG encoders.

*Skills: Teaching, Adult Learning, Curriculum Planning, Staff Management, Dreamweaver, Photoshop, Director, Media100, Final Cut Pro, Sorenson Video, Media Cleaner Pro, LiveStage Pro, QuickTime Streaming Server, Mac OS X Server, Apache, WebCT, BlackBoard and CourseBuilder Courseware*

## **Handicrafts Director at Camp Pioneer, Boy Scouts of America**

May 2000 - July 2000 (3 months) For the summer of 2000 I was the Handicrafts Director at Pioneer Scout Reservation, teaching classes for the dozen or so merit badges in the area.

I was in charge of the Handicrafts building, including the other counselors working in my area, and making sure the environment was safe to teach the merit badges in.

*Skills: Planning, Staff Management, Basketry, Indian Lore, Leatherwork, Pottery, Woodcarving, Cinematography, Metalwork and Photography Teaching*

## **Dining Hall Director at Camp Manatoc, Boy Scouts of America**

May 1996 - July 1998 (2 years 3 months) Each summer between 1996 and 1998 I held the position of Dining Hall Director at Camp Manatoc. This position was part third cook and part kitchen manager, in charge of 11 kitchen staff that served and washed the dining hall and dishes.

Camp Manatoc served upwards of 500 people, three times a day, and at times I helped out with meal planning, and wholesale purchasing for each week.

*Skills: Food Prep, Institutional Cooking, Meal Planning, Institutional Purchasing, Staff Management, Emcee for Dining Hall and campwide activities*

## Education

### **Bowling Green State University**

Digital Art, 3-D Animation, Web & Multimedia Design, 1997 - 2005 (partial degree)

Application of Studies:

- Technical lead on artist Bonnie Mitchell's Merging Identity project presented at 2000 SIGGRAPH Conference, using Flash, ColdFusion, and ASP.
- Setup and maintain a Windows 2000 based ColdFusion server, and a QuickTime Streaming Server.
- Help with ongoing development of School of Art web site, including misc. ColdFusion based web applications.

### **Ravenna High School**

College Prep, Advanced Prep, 1994 – 1997

Graduated with 3.5 GPA (cumulative).

## Honors and Awards

- National Honors Society, 1997
- Eagle Scout, Boy Scouts of America, 1995
- Brotherhood, Order of the Arrow, 1994