

**GREG HARTMAN**

**(928) 632-2574 • GREGHARTMAN@LIVEDOGPRODUCTIONS.COM**

**CMS WEB DEVELOPMENT • WEB DESIGN • HTML/CSS/JAVASCRIPT • WRITING AND EDITORIAL**

**PROFILE:** Front-end Web designer and developer. Twenty years experience with Web design; exceptionally strong emphasis on cross-browser CSS3/HTML5 and Javascript. Extensive experience in usability with end-user focus on all work. Strong team collaboration, brainstorming and leadership. Also experienced with publication design, editing and writing, from newspapers, magazines and books to online content. Experienced with all levels and sizes of projects, from enterprise-level design and execution to microsites.

**TECHNICAL KNOWLEDGE:** Experienced with dozens of CMS and CDN products and platforms: Sitecore, Ektron, Visual Studio, Web Site Publisher, Tridion, Interwoven, RightNow, Brightcove, Brightspot and many more, including open-source products such as WordPress, DotNetNuke, TypePad and Blogger. Strong design skills with Adobe CS software, especially DreamWeaver, Fireworks and Photoshop.

**CAREER DEVELOPMENT:**

**LiveDog Productions, Colorado Springs: 2005 – Present**

**Owner:** Specializing in contract work for Web development, usability, design and editorial.

- Numerous microsite designs, builds and launches, especially small-business WordPress standups.
- Large-scale redesign and implementation, including National Strength and Training Association, USA Triathlon, and Focus on the Family's radio ministry.
- Usability, user interface and editorial consultation services for various clients, including Professional Bull Riders, Kaango.com, Focus on the Family, Premiere Fulfillment and more.

**Kaango.com, Denver: 2010**

**User Interface and Usability Engineer:** Provide usability and CSS design for client management console and client newspapers.

- Upgraded management console to fully positional CSS.
- Designed numerous forms and Web applications for management console.
- Wrote architecture and usability guides for management.
- Integrated/upgraded numerous legacy application pieces into CSS and valid, cross-browser HTML.
- Assisted implementation for major new clients, including Seattle Times.

**Focus on the Family, Colorado Springs: 1998 – 2010**

**Associate Copy Chief, Senior Web Developer, Managing Technical Editor**

- Copyediting, color proofing and writing for all of Focus' periodicals.
- Created and wrote "Facts Machine," a science and technology column, for *Breakaway* magazine.
- Redesigned Focus' flagship Web site and managed home page, generating an average of \$250,000 a month in revenue for the ministry.
- Built CSS/HTML for three more upgrades/redesigns, including the upgrade to a rich media site and the redesign coinciding with Focus' first Super Bowl commercial.

**LiveDog Productions**

**5/2008 – PRESENT**

**OWNER**

**LIVEDOGPRODUCTIONS.COM**

**RESPONSIBILITIES:** UI, usability, HTML and CSS work for clients.

**ACCOMPLISHMENTS:** Built UIs for TrueU.org, Focus on the Family's broadcast and FAQ areas, Kaango.com's management console. WordPress/TypePad design work for Boundlessline.org,

Shadoweyesmovie.com and Barbiedreamhearse.com. Full site designs/redesigns, training and consultation provided for Focus on the Family, Statera, Compassion International, National Strength and Conditioning Association, USA Triathlon, Professional Bull Riders, Healthgrades and others.

**4/2010 – 8/2010:**

**UI AND USABILITY ENGINEER**

**KAANGO.COM**

**RESPONSIBILITIES:** Render site designs into valid, Web-standard CSS and HTML. Apply usability best practices to management console and advertising front end. Support newspaper client implementation and maintenance. Provide CSS training for development team and offshore developers. Provide up-to-date guidance on usability and best practices for Web site design and development. Create and manage templates for intra- and extranet sites.

**ACCOMPLISHMENTS:** Created architecture guide and style guide for management console. Integrated numerous legacy design elements for console into consistent implementation across the board. Upgraded management console to fully positional CSS and valid XHTML. Helped launch Kaango implementation for major clients, including Seattle Times.

**6/2005 – 3/2010:**

**MANAGING TECHNICAL EDITOR, ONLINE AND DIGITAL MEDIA**

**FOCUS ON THE FAMILY**

**RESPONSIBILITIES:** Manage Web site design, production and support teams. Create and maintain ministry Web site standards, including accessibility and usability, editorial standards, and design and code standards. Develop Web sites, including concepts, wireframing, comps, CSS and HTML development, installation in ministry CMS, query generation, training and support. Consult on tool selection and delivery, including WCM selection team, browser support team and others. Manage Web analytics. Manage projects for new sites, tools, marketing initiatives and other Web properties. Manage direct and indirect reports inside and outside ODM on Web, HTML and CSS standards, CMS implementation and training, accessibility and usability.

**ACCOMPLISHMENTS:** Oversaw upgrades of Focus sites to fully positional CSS; created, implemented and managed CSS standards for ministry. Initiated first accessibility standards and implementation for Focus sites. Installed CSS for Family.org redesign in 2006; built most of the redesigned areas and assisted IT in developing app support for content library. Created monthly dashboard and weekly trending reports for ExCo. Created Tech Editor II position and support team for sites. Generated fully positional CSS for FocusontheFamily.com 4.0 and 4.1, Whit's End, Brio, Plugged In, Clubhouse, Boundless, Briargate Media and LoveWonOut.com. Built mobile CSS for Focus' major sites. Managed or helped manage numerous large projects, including Akamai migration, FocusontheFamily.com 4.0 and 4.1 redesigns, media center upgrades and CBD launch. Created and delivered CSS training course to ODM employees and several Focus vendors. Initiated first social bookmarking widget for Focus sites; developed CSS for widget and oversaw implementation. Conceptualized and managed creation of Focus' first iPhone applications. Built Screwtape.com, including mobile version.

**1/2001 – 6/2005:**

**SENIOR ONLINE EDITOR, INTERNET**

**FOCUS ON THE FAMILY**

**RESPONSIBILITIES:** Design, build and support Focus Web sites and online applications/tools. Create and maintain editorial standards for Web sites.

**ACCOMPLISHMENTS:** Designed and built the Family.org version that was in place until 11/2006. Instantiated source code reporting and Web analytics for home page; refined design and performance until the Family.org home page was generating an average of \$225,000 revenue a month. Designed and/or built more than half of Focus' other Web properties, including NetFocus, the original Ask Eugene prototypes, Sharing Life Together, Single-Parent Family, Parents' Place, Focus Radio, Husbands and Wives, Physician magazine, The Parsonage and Focus on the Family magazine. Pioneered the use of CSS and positional CSS on Focus Web properties and provided training for other Web editors. Facilitated Internet track for

Evangelical Press Association convention in 2002. Brought Poynter Institute trainer to Focus for ministry-wide writing workshops. Created and implemented the first ministry-wide stylebook. Functioned as acting director of department during hiring interim.

**12/99 – 1/2001:**

**ONLINE PRODUCER, INTERNET**

**FOCUS ON THE FAMILY**

**RESPONSIBILITIES:** Design, build and support Focus Web sites and online applications/tools.

**ACCOMPLISHMENTS:** Provided Web training materials for outlying site editors. Pioneered Web writing standards for ministry. Took over home page of Family.org and installed queries to drive page programmatically. Wrote white papers on portal-based designs and modular content that became the basis for last year's Family.org redesign.

**4/1997 – 9/2001:**

**CHRISTIAN HUMOR GUIDE**

**ABOUT.COM**

**RESPONSIBILITIES:** Create and maintain a vertical-niche site of Christian humor links and resources. Generate original content weekly for site.

**ACCOMPLISHMENTS:** Created a daily newsletter that built up to about 65,000 subscribers. Wrote award-winning original humor content and built site traffic up to almost half a million visitors a month. Built a forum community that is still active today, almost eight years after About.com closed the site.

**6/1998 – 12/1999:**

**ASSOCIATE COPY CHIEF, PERIODICALS**

**FOCUS ON THE FAMILY**

**RESPONSIBILITIES:** Edit all periodicals publications. Review comps, proofs and color galleys of all periodicals, including Citizen. Write original content as assigned or pitched to magazine editors. Function as acting copy chief when copy chief absent.

**ACCOMPLISHMENTS:** Published in every Focus periodical except *Brio*. Wrote several influential articles, including an analysis of Y2K for Focus magazine and a Focus magazine article on Christian urban legends that until last year was the highest-trafficked and most-forwarded article on all Focus Web sites. Helped create and wrote "Facts Machine," a *Breakaway* column.

**6/1997 – 6/1998:**

**ASSOCIATE EDITOR**

**EAST COUNTY PUBLICATIONS**

**RESPONSIBILITIES:** Write, edit, design and layout articles and ads for *East County News*, a TMC magazine in Portland, Ore. with a circulation of about 80,000. Design magazine cover, ads, articles and editorial pages.

## **SKILLS**

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**SOFTWARE:** Extensive experience with Photoshop, Dreamweaver and other Adobe CS application, MS Office and Apple iWorks apps.

**DESIGN/CODING:** Extensive experience with HTML and fully positional CSS Web design. Familiar with ColdFusion, Javascript, Javascript frameworks such as jQuery, W3C Web standards, Section 508 accessibility standards, heuristic analysis, usability and user testing standards.

**CONTENT MANAGEMENT:** Experienced with numerous content management systems, including SiteCore, Web Site Publisher, Tridion, DotNetNuke, Joomla, TypePad and WordPress. Experience building and modifying WordPress themes.

**E-COMMERCE:** Experienced with numerous e-commerce platforms, including Personify, PayPal, Shopify, FoxyCart and others.

**TEAM/PROJECT MANAGEMENT:** Skilled at cross-team project management, especially in facilitating communication between design/editorial and engineering/development groups. Experience with direct and indirect reports for projects from small marketing launches to major enterprise projects.

**EDITORIAL:** Extensive writing and editing experience on the Web, book publication, periodicals and marketing copy. Familiar with AP style and Web writing standards.

**WEB CULTURE:** Familiar with current trends in Web design, community building and communication, including Web sites, blogs, mashups, wikis, forums, e-mail newsletters, text messaging, video blogging, headline/news aggregators, "whuffie"-rich site development, etc.

**TEEN COMMUNICATION:** Extensive experience writing for and ministering to teens, including youth group work, missions work, periodicals and Web writing, and Bible/martial arts teaching.

**TRAINING/PUBLIC SPEAKING:** Extensive experience teaching and speaking at seminars, guest speaking/teaching in churches, Bible classes, various Focus training classes, Brown Bag classes and teaching martial arts. Have also appeared on broadcasts and television segments for Focus and other ministries.

## **EDUCATION/TRAINING**

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**BACHELOR OF SCIENCE IN BIBLE AND THEOLOGY**  
**BACHELOR OF SCIENCE IN JOURNALISM**  
Multnomah Bible College and Biblical Seminary  
Portland, Ore.

**WEB USABILITY TRAINING**  
Jakob Nielsen Group  
Washington, D.C.  
New York City, N.Y.

**STELLEN CONTENT SERVER MANAGEMENT**  
Stellent, Inc.  
Minneapolis, Minn.

**THUNDERLIZARD ADOBE CS TRAINING**

Seattle, Wa.

**SITCORE DEVELOPER TRAINING**

Onsite training, Focus on the Family  
Colorado Springs, Colo.

**POYNTER INSTITUTE WRITING WORKSHOPS**

Onsite at Focus on the Family  
Workshop training in Portland, Ore.

**AWARDS/MEMBERSHIPS**

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**USABILITY PROFESSIONALS ASSOCIATION**

Bloomington, Il.  
<http://www.usabilityprofessionals.org>

**CERTIFIED SITCORE DEVELOPER LEVEL I**

Onsite training, Focus on the Family  
Colorado Springs, Colo.

**BEST EDITORIAL**

**BEST COLUMNIST**

Oregon Newspaper Publisher's Association  
Portland, Ore.

**EPSILON DELTA CHI**

Accrediting Association of Bible Colleges  
Orlando, Fla.

**EVANGELICAL PRESS ASSOCIATION SCHOLARSHIP AWARD WINNER, 1997**

Evangelical Press Association  
Crystal, Mn.

**JOHN W. LAWRENCE BIBLE STUDIES AWARD**

(Equivalent of Class Valedictorian)  
Multnomah Bible College and Biblical Seminary  
Portland, Ore.

**JAMES DE MOTT LITERARY AWARD**

Multnomah Bible College and Biblical Seminary  
Portland, Ore.

**COLUMBIA SCHOLASTIC PRESS ASSOCIATION**

Gold Medalist  
New York, N.Y.

**2<sup>ND</sup> DEGREE BLACK BELT INSTRUCTOR**

Universal Kempo Karate Schools Association  
Aiea, HI.

## REFERENCES

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AVAILABLE ON REQUEST.