

Michael A. Jordan

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Career Overview:

A Web Developer/Programmer with nine years' interactive experience. Core capabilities include: accessible Flash and Flex development in ActionScript, standard-based Web programming in HTML/XHTML, CSS, and JavaScript, database-driven site development and content-management system programming with PHP and MySQL, Miva Merchant e-commerce platform configuration and interface development, writing user-interface style guide documentation.

Technical Skills:

Operating Systems: Windows 98/2000/XP/Vista, MacOS X, MacOS 9, Unix/Linux (for web servers)

Languages and Frameworks: Flash ActionScript 1.0, 2.0 and 3.0, HTML/XHTML, CSS, JavaScript, XPath, PHP, MySQL, Papervision3D, Flex Framework, Text Layout Framework, jQuery

Software Programs: Adobe Flash, Flex Builder, Dreamweaver, Photoshop, Illustrator, Fireworks, Eclipse, FlashDevelop, Captionate, JAWS for Windows, Window-Eyes, BBEdit, Lotus Notes, Microsoft Word, Excel, PowerPoint, Outlook, and Visio.

Interactive Experience:

2007-Present FLASH ACCESSIBILITY CONSULTANT

Freelance

Completed numerous coding, documentation and tutorial projects for Adobe involving Flash and Flex accessibility.

Significant projects include:

- a collection of [FLVPlayback component skins with built-in support for captioning](#) and accompanying [devnet tutorial](#),
- adding [keyboard accessibility](#), screen-reader support, [caption transcripts](#), and [caption search](#) to the AS3 FLVPlayback and FLVPlaybackCaptioning components in Flash CS4,
- an [Accessible Video Demonstration](#) which was used as part of the [WCAG 2.0 Implementation Report](#),
- writing the [documentation for](#) and delivering an [Adobe MAX presentation](#) on the [flash.accessibility.AccessibilityImplementation](#) class for Flex,
- a [display settings component](#) for Flash CS3,
- and an [implementation](#) of [DFXP Timed Text](#) in Flash.

March 2006 - INTERACTIVE TECHNOLOGY LEAD

Present Modernista!

Boston, Massachusetts

Developed, programmed, and helped manage a team of developers to produce and maintain interactive work for clients including Palm, Cadillac, Hummer, Hearts on Fire, Stop Handgun Violence, TIAA-CREF, and (PRODUCT) RED.

Significant projects I worked on include the [2010 Cadillac SRX micro site](#), the [Hearts On Fire Architectural Collection micro site](#) and [HeartsOnFire.com](#), the [Palm Prê advertising landing page](#), the [\(RED\)NIGHTS micro site](#), and [Modernista.com](#).

Developed and programmed a framework in ActionScript 2.0 to support localized international versions of [Hummer.com](#). Managed a team of developers to build out content sections based on the framework. Developed dynamic user interfaces in Flash that scaled to accommodate localized text in twenty-seven languages. Oversaw the delivery of the content files in XML to the translators, and the deployment of translated content files on the site. Programmed vehicle configuration tool with support for multiple languages and localized pricing.

2003 - 2006 SENIOR WEB DEVELOPER

Houghton Mifflin Company

Boston, Massachusetts

Developed and programmed interactive games, product demonstrations, and Web sites in Flash and XHTML for the School Division's Instructional Technology department.

Worked with a team of interactive content producers to develop fun and educational games for the School Division's Eduplace.com Web site. Programmed game engines that are capable of being repurposed throughout the site with different user interfaces and content.

Significant projects I developed include [Word Builder](#), [Word Sort](#), [Crossword Challenge](#), [Web](#)

[Word Find](#), [eWord Game](#), [eGlossary](#), and [Discover! Simulations](#).

Several of these games are featured at [Adobe.com's Accessibility Resource Center](#) as [examples of accessible Flash](#).

Presented on accessible Flash development at the [2005 South by Southwest Interactive Festival](#) and at the [CSUN 20th Annual International Conference "Technology and Persons with Disabilities"](#).

Programmed and helped design product demonstrations in Flash of Houghton Mifflin's Technology products and Houghton Mifflin's Reading program for distribution on CD-ROM and via the Web. Made extensive use of object-oriented programming methods in Flash to provide maximum flexibility during the design cycle and to allow other team members to populate slideshow templates with content without having to edit code.

Advised on best practices for accessible Web page development using XHTML, JavaScript and CSS.

2000 - 2002 DEVELOPER/PROGRAMMER
Red98 LLC
Boston, Massachusetts

Developed and programmed dynamic Web sites at an interactive agency specializing in user-centered design, communications, tools, and applications.

Worked with a team of interface designers, information architects, and copywriters to develop compelling Web-strategies for our clients in diverse industries. Consulted on technical aspects of the sites' design and interaction. Advised on Web-standards and accessibility.

Hand-coded cross-browser compatible Web sites in HTML/XHTML, CSS, JavaScript, and PHP. Programmed Flash interfaces with Flash ActionScript. Developed content-management tools and database-driven websites with PHP and MySQL. Configured and developed interface for an e-commerce site using Miva Merchant.

Wrote user-interface style guide for an Intranet-based client-servicing system developed in partnership with Microsoft for FM Global, a leading commercial and industrial property insurance company.

Clients include: Batesville Casket Company, Boeri Sport USA, Cafco, CitiStreet, Doug Flutie Jr. Foundation, Fidelity Investments, FM Global, HomeRuns, Eli Lilly, Insurance.com, Microsoft, Morningside, Salamander Restaurant, Sprint PCS, Toyota.

Business Experience:

1993 - 2000 PRODUCTION MANAGER
Media Distribution Services - New England
Weymouth, Massachusetts

Managed day-to-day production for a company specialized in providing mail, fax, wire service and e-mail distribution of news releases, press kits, and product samples for public relations and corporate communications clients.

Assessed client needs and programmed searches to generate mailing and fax lists from a database of more than 200,000 media contacts. Designed databases and managed data for public relations and investor relations clients. Set up and managed fax broadcasts through a fax broadcast server. Set up and managed e-mail and wire service broadcasts. Operated mailing inserter and supervised address verification and mail presorting for bulk and automated rate discounts. Coordinated printing and assembly of press kits and other specialized mailings.

Programmed and managed database software to automate fax report generation for clients and billing, significantly improving productivity.

Managed the transfer of the fax broadcasting service to a new, enhanced platform.

1992 - 1993 PRODUCTION ASSISTANT
Dartmouth Publishing Inc.
Watertown, Massachusetts

Participated in the design of collateral materials, textbook artwork, posters, and flyers at a pre-press design firm.

Administered Collegiate Resume Printing Service through Harvard Business School and Barnes & Noble Bookstores on 31 College Campuses.

Summer - Fall 1992 INTERN
Schneider & Associates Public Relations
Boston, Massachusetts

Participated in media relations for AirFair '92, New England's largest air show.

Experienced writing press releases calendar announcements, developing media lists, and

pitching stories to the press.

1991 - 1992

SALES ASSOCIATE

BOSE Corporation

Waltham, Massachusetts

Completed extensive sales training program and effectively demonstrated and sold high-tech audio products in the field.

Awards:

2002 Finalist/Best Technology Services Web Site from MIMC (Massachusetts Interactive Media Council) for Red98.com.

2002 Standard of Excellence from the Web Marketing Association (WMA) for Red98.com.

2001 Finalist/Best Apparel Web Site from MIMC for BoeriUSA.com.

2001 Outstanding Web Site from WMA for BoeriUSA.com.

Education:

Haverford College B.A. 1991 in English

Personal:

Was active in the Boston music scene for over a decade as a guitarist and performer. My band, The Gravy, released two albums and an EP on Q Division Records and received favorable reviews in Rolling Stone and Musician Magazine.

References:

Available upon request.