# professional

#### 2010-Current

Yale University, The Center for Media and Instructional Innovation

Instructional Technologist

- Coordinate and organize the planning, research, and development of web based applications to enhance teaching and learning experiences on and off the Yale University campus.
- Work closely with faculty to evaluate their instructional needs and realize their pedagogical goals.
- Build adaptable and interactive front end interfaces for a range of web applications.
- Develop site architectures backed with custom Drupal based content management infrastructures.
- Apply and skin custom built HTML5/CSS3 themes around web applications and sites.
- Maintain and modernize an assortment of legacy applications and web sites.
- Projects range from a large scale, multi-user, stock market simulator to a bi-matrix game theory application to the construction of a streaming media management system that distributes video of full Yale courses and supporting materials.

### 2007-2010

Fairfield University, Computing and Network Services

Senior Web Developer

- Build, organize, and maintain a vast array of web-based applications for faculty, staff, students, and organizations on campus.
- Work closely with team members, faculty, and staff to understand the university's needs in order to produce efficient quality applications.
- Setup, configure, and optimize web servers to communicate with web applications and databases.
- Oversaw the technical component of Fairfield University's 3000 page web site redesign.
- Built and deployed a templating system using Adobe Contribute Publishing Server to allow faculty
  and staff the ability to edit web pages within their department.
- Built a web-based database application for editing the undergraduate and graduate course catalogs.
- Developed a full web-based content management system for the Fairfield University Student Association that allows them to edit their site, on the fly, from within a web browser.
- Developed an iPhone calendaring application to promote the university's public events.
- Collaborated and co-coordinated the development of the university's events calendar, roombooking system, and web display.

## 2000-Current

Freelance Graphic Design (Web and Print) and Web Application Development

- Work closely with clients of varying backgrounds to produce masterfully crafted design material to suit each client's unique needs.
- Design projects range from data-driven financial software marketing materials to online photography portfolios.
- Web applications range from revenue generating event registration systems to web-based iPhone applications.

### 1999-2000 and 2001-2005

Mestek, Incorporated (Westfield, Massachusetts)

Graphic Design Coordinator

- Designed advertisements, brochures, catalogs, and all printed literature for the vast selection of products under the Mestek Incorporated company name.
- Collaborated with company representatives on special projects and new designs.
- Prepared documents for digital output and color separation.

### 2000-2001

Cuttriss & Hambleton Designs (Berkeley, California)

Production Artist (Print and Web)

- Worked on the production of full color magazines, performance posters, advertisements, catalogs, and web sites for an exciting array of clientele, including The San Francisco Symphony, University of California at Berkeley, and Communication Systems Design Magazine.
- Created digital files ready for professional full color output on large format presses.

## samuel h. cohen

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# teaching

#### 2007-Current

Quinnipiac University (Hamden, Connecticut)

Web Programming (Interactive Communications, Graduate)

- Teaching graduate students the basics of HTML, CSS, Javascript, PHP, and then concluding the semester by exploring site design, creation, and maintenance using a Content Management System.
- Despite the broad scope of the course, students will spend time exploring forward-looking web technologies such as HTML5, CSS3, jQuery, and WordPress 3.

### Producing Content for Mobile Media (Interactive Communications, Graduate)

- Explored the impact and potential of the mobile device as a development platform and media consumption mechanism while discussing the technologies involved in mobile media design.
- Students concluded the semester by wireframing and sketching out a mobile application of their own, paying close attention to mobile usability and functionality, or by producing a series of video podcasts optimized for a mobile device.

#### Master's Project Capstone (Interactive Communications, Graduate)

- The Interactive Communications capstone project is the culmination of a student's work in the program. The projects demonstrate a combination of aesthetics, user experience, and technical skills.
- Worked one on one with students as they design and build their master's capstone project.
- Students' capstone projects range from Wordpress based photography applications to fully interactive customized travel blogs to mobile application design and development.
- Guided students through the planning and design phase, provided technical assistance during the build phase, and advised through the deployment and final presentation.

## Digital Design I & II (Interactive Digital Design, Undergraduate)

- Digital Design I focuses on design aesthetics and the industry standard tools for print design, such as Adobe Photoshop, Illustrator, and InDesign. Digital Design II expands on the design skills acquired in Digital Design I and applies them to the web space.
- Focused on teaching the industry standard Adobe Dreamweaver. However, careful attention was
  placed on the understanding of underlying web technologies, such as HTML, CSS, and Flash.
- Discussed and experimented with emerging technologies such as CSS3 animations and Javascript/jQuery manipulation.

#### 2005

Westfield State College (Westfield, Massachusetts)

Graphic Design and Computer Arts (Undergraduate)

- Worked a practical, real-world curriculum into the semester's course work, drawing projects and lessons from that of my own professional web and print design experience.
- Students experimented with 3-dimensional packaging designs as well as large format posters.

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## education

#### 2005-2007

Quinnipiac University (Hamden, Connecticut)

Master of Science, Interactive Communications

- A graduate program combining the technology and theory behind content creation, management, and distribution, with the necessary aesthetics to deliver content smoothly and accurately across web-based interactive environments.
- Studies ranged from video production to web usability. Final projects were as varied as researchbased papers detailing the merits and dangers of Wikipedia, to Flash-based interactive games.
- Capstone research involved mobile media and application development and concluded with a fully documented and mocked-up location-based mobile application.
- Aided faculty and students with various multimedia and technology related projects, ranging from computer assistance to the creation of advanced Flash presentations and applications as the Graduate Supervisor of Media Services.

#### 2002-2003

Westfield State College (Westfield, Massachusetts)

Bachelor of Arts, Graphic Design Concentration

- Studied traditional fine art conventions as a foundation for exploration and accomplishment in the digital arts.
- Took on an independent study that combined traditional artistic approaches with digital media techniques.

#### 1998-2000

Holyoke Community College (Holyoke, Massachusetts)

Associate in Science, Electronic Media

 Studied multimedia production including non-linear video editing, sound design, and 3D graphics and animation.

# technology

The importance of staying up to date in this area of work is essential. I make it my point to stay knowledgeable of current design trends, software, and internet technologies.

- Masterfully skilled in HTML, CSS, Javascript, and Lassoscript. Well versed in PHP as well as developing technologies, such as HTML5, CSS3, jQuery, and AJAX techniques.
- Familiar with Mac OS X Server (10.3–10.6, Apache), setup, configuration, and maintenance
- Experienced in building full relational database applications with a MySQL back end as well as server-hosted FileMaker Pro.
- Expertise in professional design and web development software such as, Photoshop, Illustrator, InDesign, Dreamweaver, Flash, and QuarkXPress. Experienced in Final Cut Pro and Pro Tools.
- Experienced with Blackboard Academic Suite on the instructor, student, and admin levels.
- Adept at managing, maintaining, configuring, and theming multi-site hosted CMS environments, including WordPress, WordPress Mu, and Drupal.

### achievements

- Received the Award for Academic Excellence in my major at Quinnipiac University (May 2007).
- Received an award honoring academic achievement at Westfield State College (May 2004).
- Inducted into the Phi Kappa Phi Honor Society.
- Client web site design featured in Photography Magazine (April 2003)

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