

Robert Tapley

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Attributes:

- Professional web portfolio <http://www.robtapley.com>
- **Creative User Interface Developer and Designer with 14 years of comprehensive experience.**
- Expert in designing complex interactions to support the needs of diverse user groups.
- **Proficient with HTML5, HTML4, XHTML, CSS3, jQuery 1.3, JavaScript, AJAX and Wordpress.**
- Working knowledge of PHP 5, JSP, SQL, XML and Flash ActionScript 3.0 animation engines.
- **Formally trained designer with a vast comprehension of interactive new media.**
- A thorough understanding of applying W3C standards while producing semantically correct code.
- User Experience (UX) web usability principles applied via Quality Assurance testing.
- Knowledge of applying (HCI) Human Computer Interaction best practices and principles.
- Expert in diagramming, deconstructing, translating business requirements into common sense.
- Diverse designer able to fully define functionality, content, navigation, interaction models, wireframes, behavioral flowcharts, Information Architecture diagrams, and concept models.
- Project Management and presentation of design concepts/rationale to senior management.
- Expert in managing multiple projects simultaneously while thriving in a fast-paced, deadline-driven environment under limited supervision.
- Excellent interpersonal communication with natural leadership skills.
- **Intelligent, effective, detail oriented, organized, and deadline driven.**
- Highly collaborative, positive, energetic, and professional team player.
- Familiar with Agile Software Development process (Scrum Methodology).
- **Website featured on CNN.**
- **Adbusters Project Spotlight Award recipient for self generated c0reative project.**
- **Honored for advertising excellence in the 2007 Aster Awards.**

Education:

BFA, Graphic Design, University of Kansas, 1997.
GPA: 3.2

Technical Experience:

Software:

Adobe Creative Suite (CS5.5) Design Premium - Photoshop CS5 Extended, InDesign CS5.5, Illustrator CS5, Flash Professional CS5.5 Professional, Dreamweaver CS5.5, Fireworks CS5, Acrobat X Pro, Adobe Bridge CS5, and Adobe Device Central CS5

Microsoft Office X (Word, PowerPoint, and Excel)

Visio, Omnigraffle, and Axure RP (design tools for rapid behavioral prototyping and wireframing)

Eclipse IDE

Jakarta Ant

Database Administration – Oracle, MySQL, and phpMyAdmin

MAMP – set up local development environment

Tortoise SVN Subversion

TortoiseMerge and Araxis Merge

Omniture - web traffic analytics

CVS

Development:

HTML5, HTML4, XHTML, CSS, CSS2, CSS3, JavaScript, AJAX, jQuery 1.3, ActionScript 3.0, PHP 5, JSP, SQL, and XML.

Microsoft: Windows (2000, NT, and XP)

Macintosh: Mac OSX 10.6 and Unix Terminal

Client/Server: Unix, Apache, and Orion

Browsers: IE 7, IE 8, Firefox 3.6, Firefox 4, Safari 4, and Google Chrome.

Professional Experience:

Cerner Corporation (contract), Kansas City, MO, April 2011 to July 2011

UI/UX Developer & Designer

- Lead creative direction and redesign of www.cernerhealth.com
- Minimized http requests by utilizing advanced CSS3 code.
- Creative Strategy, Information Architecture, lightweight prototyping, and rapid PSD mockup iterations.
- Attention towards website usability and user experience in a highly collaborative environment.
- Custom icon and graphical asset creation with a goal of a consistence flexible visual language.
- Research cutting edge solutions such as CSS PIE and jQuery Tools UI library.
- Stubbornella grids utilized for high performance Object Oriented CSS (OO-CSS).

Saint Luke's Health Systems, (contract), Kansas City, MO, July 2010 to November 2010

Web Systems Developer

- Implementation of web interfaces for the brand new CPOE system titled iOrder.
- Responsible for designing, developing, modifying, and evaluating web application code.
- Reverse engineer existing templates to provide performance and maintenance feasibility.
- Identify, evaluate, and develop cost effective products, and processes to meet business needs.
- Hand code XHTML, JavaScript, and a proprietary server side scripting language VGR.
- Coordination with a leading Electronic Medical Records (EMR/EHR) consulting firm.

VML, (contract), Kansas City, MO, March 2010 to April 2010

Interactive Web Developer

www.gatorade.com

www.puresmores.com

www.westernunion.com

www.officemax.com

- Raw coding of CSS, XHTML, HTML for cross-browser consistency and performance improvement.
- Decipher and quickly ascertain existing code to rapidly implement client revisions.
- Hired to assist with the development and maintenance of several high level projects concurrently.
- Clients: Gatorade, Hershey's, Office Max and Western Union.

USMC Technology Services Organization, Kansas City, MO, June 2007 to January 2010

Senior UI/UX Developer

- Research, evaluate, and propose alternative technical approaches for antiquated legacy web applications in order to maximize USMC global goals.
- Provide functional assistance and conceptual development for the construction of web applications utilizing modern coding techniques to enhance the effectiveness of USMC.
- Support the development and maintenance of pre-web 2.0 software systems by ensuring consistency in IE6, IE7, and Firefox 3, as well as applying W3C semantic markup standards.
- Responsible for creating detailed functional wireframes to help build and improve the user experience while maintaining an understanding of existing UI behaviors and effects.
- Initiated development of HTML/XHTML/CSS rapid prototypes to augment existing web applications.
- Open Source framework in Java, JSP, Tortoise SVN, Eclipse IDE, and Oracle Application Server.
- Establish organization web style guide standards and best practices for USMC web design.
- Interpretation of Information Architecture (IA) and Use Case Diagram requirements.
- Assisted in improving the functionality of the world's largest payroll system.

VisualSoul, Inc., Kansas City, MO, 2003 to Present

Digital Design Expert

www.robtabley.com

www.mcginform.com

www.pickwickwax.com

www.citywidefranchise.com

- Consistently utilizing cutting edge web 2.0 techniques such as XHTML, jQuery JavaScript Library, object based custom AS3 animations, SEO, SEM, and W3C markup validation standards.
- Familiar with Yahoo! Design Pattern Library and Yahoo! User Interface Code Library.
- Proficiency setting up OS X local development environments for Wordpress blog customization.
- Translation of vague product requirements into full web products utilizing user-centered design principles and best practices.
- Implementation of long-term creative strategic goals to support client's business objectives.
- Sole responsibility for managing client relationships, trust building, long term guidance, and respect via excellent communication.
- Created 20 highly detailed custom illustrations based on mobile UI specifications shown before a large audience during a convention in Las Vegas.
- Successfully integrating additional interactive assets to add life to drab UI products while maintaining consistent corporate branding standards.
- Clients include Sprint, Staples, Midwest Consulting Group, SH3, City Wide Maintenance, and KC Freelance Exchange.

Nicholson Kovac, Kansas City, MO, July 2006 to September 2006

Senior Art Director and Web Integration Developer

- Responsible for rapidly translating and slicing rough Photoshop mockups into dynamic customized CSS and XHTML templates.
- Open Source framework utilizing Java Tiles for assembly of presentation layer from components.
- Eclipse IDE, Apache TomCat, Tortoise SVN, ActionScript 2, JSP, JavaScript, CSS, and XHTML.
- Web Side Story utilized for web traffic analysis and measurement of marketing effectiveness.
- Successfully produced project on time for the CEO of Fibrebond to trump site on CNN.
- www.fibrebond.com

CHCA, Inc., Shawnee Mission, KS, March 2006 to June 2006

Interactive Flash Developer

- Created course materials utilizing Flash MX ActionScript and XML in an ASP environment.
- In-depth use of customized CSS and HTML templates to augment existing web assets while adhering to established corporate branding standards.
- Responsible for producing clean code to be easily integrated by fellow designers and the engineering team in an efficient manner.
- Administered strategic problem solving to arrive at visual communication solutions for complicated medical content.
- Successfully met tight client deadlines to get product to market on time and under budget.

Honeywell, Inc., Overland Park, KS, June 2005 to March 2006

Senior Design Engineer

- Led a team of five in the design of a large, mission-critical web application for tracking military assets.
- GUI Design and Development utilizing customized CSS and HTML templates.
- Eclipse IDE along with Orion Application Server utilizing Jakarta Tapestry 3.0.
- Creative strategic problem solving and UX analysis of dynamic web application.
- Interpretation of Information Architecture (IA) and Use Case Diagram requirements.
- Redesigned and reorganized form fields across 40 UI screens to present content consistently, thereby allowing users to anticipate information task flows.

- Created in-depth functional design specification documents with annotated wireframes, modular components, user task flows, and branding style guides detailing custom CSS attributes.
- Compiled, tested, and debugged web applications along with developers to ensure accuracy.
- Successfully completed 1 year contract assignment in 10 months.

Sprint, Overland Park, KS, December 2004 to March 2005

GUI JSP Developer

- Interface Design and Development utilizing JSP, CSS2, DHTML, and JavaScript.
- Custom and extensive CSS creation while converting HTML into XHTML.
- Quickly ascertained UI behaviors and effects to improve the user experience.
- UI/UX research and analysis of existing dynamic data GUI web applications.
- Interpretation of (IA) Information Architecture and Use Case Diagram requirements.

Ticket Solutions, Inc., Overland Park, KS, May 2004 to June 2004

Flash Production Artist

www.ticketsolutions.com

- Produced 140 bitmap to vector file conversions to successfully meet a critical 3 week timeline.
- Flash MX 2004 Professional and Photoshop utilized to build upon their core graphics engine.
- Followed instructions to ensure new assets met the established project requirements.

Sprint, Overland Park, KS, 2000 to 2003

E-Learning Flash / ActionScript Developer

- Responsible for design and development of Instructor Led Training Courses utilizing HTML, CSS, JavaScript, and ActionScript while collaborating with fellow designers.
- Designed and Developed interactive assets for Instructor Led Training Courses.
- Implemented design centric procedures along with W3C accessibility standards.
- Strove for innovation & continuous improvement by being creative in developing new ideas and approaches to a continually shifting business environment.
- W3C standards and Web Usability principles applied via quality assurance testing.

Interactive Flash Consultant

- Single handedly implemented multi-layered Information Architecture design concepts.
- Developed intense 3G Network interface simulations utilizing Macromedia Flash.
- Applied knowledge of User Experience analysis and Usability evaluation methods.
- Effectively utilized (HCI) Human Computer Interaction principles during strict UX lab tests.
- Successfully completed 4 month assignment in 9 weeks.

Visual Information Designer

- Initiated several User Experience procedures for sprintpcs.com portal.
- Participated in user research and performed requirements analysis with end-users.
- Integral team player whom increased sprintpcs.com functionality and effectiveness.
- Conceived an interactive presentation for the President shown before 6,000 audience members.
- Translated product requirements into user interfaces following established branding standards.
- Completed additional interactive Flash projects for the PCS sales team featuring BMW.

NovaStar Financial, Inc., Shawnee Mission, KS, 1999 to 2000

GUI Team Lead

- Responsible for building a better user experience from start to finish.
- Helped to resolve unique challenges by bringing a wide range of functionality across the site.
- Created original marketing content for both web and print via Creative Direction.
- Provided in-depth problem solving, project management, online marketing, and creative strategy.
- Led the initiative to code HTML prototypes and Macromedia Flash assets for product demos.

- Extended corporate identity system to include web based products.
- Strong problem solving by identifying key issues, logical analysis, and conceptual thinking to resolve online inconsistencies.

U. S. Central Credit Union, Overland Park, KS, 1998 to 1999

Web Developer

- Performed daily maintenance for 5 web applications and web based systems.
- Created consistent and cohesive Brand Identity Systems for 7 web projects.
- Responsible for the build and maintenance of new sites, existing sites, and online creative.
- Designed custom interfaces and interface enhancements for Internet, Intranets, and Extranets.
- Participated in user research and performed requirements analysis with end-users.
- Cross product co-operation by collaborating across teams and business units.

Digital Lagoon, Lenexa, KS, 1997 to 1998

Web Designer

- Managed a number of client vendor relationships with multiple consecutive timelines.
- Designed and developed to cross-browser and cross-platform coding standards.
- Implemented and maintained static and dynamic web sites via CGI/Perl scripts, UNIX, SQL.
- Hand-coded all HTML to produce precise layouts from Photoshop files.
- Created compelling stories via custom illustrations for a web based greeting card system.
- Clients included Hostess, Garmin, AMC Entertainment, Gould Evans, and Williams Foods.

Memberships:

American Institute for Graphic Arts (AIGA) member (2001 – 2003)

Miscellaneous:

Howard Hughes Medical Institute Scholar for Biomedical Sciences (1991 – 1994)

Successful ownership and operation of a small business (2000 – present)

Earned “the best of show” top honors for my painting illustration (2009)

Recently judged by my peers with honors for my painting illustration (2010)

Placed top ten out of 140 artists in NYC group show and winning a “Featured Artist Award” (2010)

Professional Development:

AIGA Design Conference in Vancouver, British Columbia - “The Power of Design” (2003)

Kauffman Foundation FastTrac for entrepreneurs learning program (1999)

Technical Roadmap:

There is a profound interest residing within me to constantly explore cutting edge technologies such as (RIA) Rich Internet Applications and to leverage modern code libraries. Enabling efficient social experiences by sharing, connecting, and reaching people is a lofty and worthy goal.