

Alexander Ross

Experience

Manager of Online Production, The New York Post

December 2006 — Present

- Manage the online production group responsible for front-end design, CSS & XHTML; advertising support; special sections
- Technical lead on an enterprise-level Drupal-based blog site, pagesix.com during its entire development cycle including site architecture, module development and theming.
- Create innovative advertising takeovers — rebranded pages or sections — often including flash animations, galleries, or videos
- Build a complex takeover scheduling system as well as an automated email newsletter system using object-oriented PHP
- Transitioned nypost.com to standards compliant XHTML, AJAX based web applications, and lightweight page designs

Creative Director, Do Something Inc.

August 2004 — December 2006

- Developed and maintained the Do Something brand
- Supervised dosomething.org's transition to Drupal and helped plan each step of the development cycle; module development & theming
- Prior to migrating to Drupal, designed, built and maintained a custom PHP/mysql-based CMS (both the front-end & back)
- Created all print materials (layout, graphic design & pre-press), including BUILD magazine (circulation 450m, 32pps) published 3 times per year

Lead Developer, Pearson Education

January 2003 — June 2003

- Lingo and Actionscript programming for The Precision Planner, a curriculum tool for teachers

Research Assistant, Georgia Institute of Technology (LCC)

May 2002 — May 2003

- Designed a database for an annotated version of the film Casablanca
- Designed a commentary and annotation tool for Casablanca using Macromedia Director

Multimedia Developer, Boston University Office of Information Technology

July 2001 — May 2002

- Designed websites & SMIL file presentations
- Provided formal instruction in software packages including Dreamweaver, Fireworks, Photoshop, Illustrator, HTML & CSS

Education

Master of Science in Information Design, Georgia Institute of Technology

May 2004

Bachelor of Arts in Communications, Boston University

May 2002

Expertise

Project Planning
Front-end Web Design
Database Design
w3c Compliant Markup
508 Compliance
Web Accessibility
SEO
Rapid Prototyping
Print Design
Prepress
Training

Languages & Frameworks

(X)HTML & CSS
PHP
javascript
AJAX & AHAH
jQuery
Drupal
actionscript
XML & JSON
mysql & postgresSQL
Java, JSP & JSTL

Tools

Fireworks
Photoshop
Illustrator
In Design
Dreamweaver
Zend IDE
Eclipse
NetBeans
SVN
MAMP / XAMP

Drupal Contribs

Debug Module
Streamsend Module
1 Core Patch

Sites

nypost.com
pagesix.com 
pagesixmag.com
dosomething.org 
bleen.net 
c21hull.com
ladidaladida.com 
mcfcommunications.com 