

Tim Whidden - Web Developer

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QUALIFICATIONS

- senior web developer and UX designer with over 12 years of professional experience conceiving, developing and designing web sites, online experiences and internet applications
- veteran of the online video & media industries
- expert knowledge of contemporary web programming technologies and patterns with an eye on future trends
- proven leader, creative thinker and problem solver with exceptional technical, programming and design skills

EDUCATION

1992, BFA, Fine Art, Columbus College of Art & Design, Columbus, OH

TOOLS

- **Programming:** expert in client-side & server-side JavaScript (esp. Node.js, jQuery, JSON, AJAX); structural HTML; CSS 2.1, 3; the Document Object Model; PHP, C#; some SQL & Ruby
- **Frameworks & CMSs:** experienced with ASP.NET 2, 3.5, 4; Express (Node.js), Symfony, WordPress, Ruby on Rails 2
- **Visualization & Visual Design:** Photoshop, Illustrator, OmniGraffle
- **Text Editors/IDEs:** Visual Studio 2010, 2008; IntelliJ IDEA; Eclipse; BBEdit
- **Database:** some experience with MySQL; SQL Server
- **Source Control:** Git, Team Foundation Server, Subversion
- **Video & Graphics:** Final Cut Studio, Motion & After Effects
- **Extra:** Very strong drawing and illustration skills; video production experience

RELEVANT EXPERIENCE

Ziff Davis, Inc., Digital Media, New York, NY

October 2011-present

Senior Developer

- Designing and developing a web-based app allowing a 'meta-search' across different product databases in order to enhance and streamline input to Ziff Davis' central product database
 - tools: Node.js, Twitter Bootstrap, KnockoutJS, jQuery
 - node_modules: express, node-mysql, xml2js & request
- Spearheading the design & development of the client & server-side components of a affiliate link program, creating an entirely new revenue stream
 - designed front-end declarative markup scheme to allow media producers to customize & insert affiliate commerce links in articles and reviews
 - wrote client-side JavaScript library to dynamically process the links
 - wrote & implemented JSON & JSONP proxy service in Node.js to deliver dynamic partner pricing data
- Leading the development of an HTML5 rich media library (dubbed ZiffyJS) to facilitate the creation of custom ad units on PCMag.com & Ziff Davis' other media properties.

VINDICO Group (subsidiary of Specific Media), Interactive Video Advertising, New York, NY **November 2008-October 2011**

Director of Application Development

- Conceived, oversaw and developed the interactive architecture, programming and visual design of the Vindico 2.0 ad server & ad campaign management software

- Included: gathering requirements from stakeholders, creating detailed specifications; scheduling product versions; managing a team of developers; coordinating between internal teams; and hands-on development
- tools: ASP.NET 4.0 (C#), SQL Server, jQuery & jQuery UI
- Developed turn-key HTML5 video player & ad-serving solution
- Led the API design and hands-on development of JavaScript libraries used in support of ad rendering and serving solutions
- Executed detailed wireframes, visual mockups and functional prototypes
- Total ownership of all front-end code, i.e. everything going "over the wire"
- Wrote extensive user documentation (both software how-to's and API documentation)

Wavexpress, Inc., Internet TV, New York, NY

July 2000-November 2008

Interactive Creative Director

- Led the creative development, visual and interactive design of Wavexpress' TVTonic software, used by tens of thousands to watch Internet TV on their Windows PCs
- Total responsibility for the visual design, site architecture, development and deployment of TVTonic.com, which provided promotion, distribution, and customer support for the software product (no longer online)
- Designed and maintained a consistent visual identity for Wavexpress, Inc. and TVTonic
- Working closely with NBC & Microsoft, provided creative vision, strategic planning and hands-on development for the successful launch of NBC Olympics On The Go, which led to millions of ad-supported 2008 Olympics videos being delivered to viewers' PCs
- Wrote marketing & promotional copy, user-facing documentation and release notes for TVTonic and partners' video properties

theglobe.com, Web Portal, New York, NY

March 1999-July 2000

Web Designer

- Designed key components of theglobe.com, including promotional landing pages, ad banners and buttons for numerous successful marketing campaigns which greatly increased site membership
- Conceived, designed and developed micro-sites which included Flash splash pages, templates and ad banners
- Designed mockups which were used to successfully acquire key site sponsorships
- Illustrated, animated and co-directed a 30-second commercial spot

The Wall Street Journal, New York, NY

March 1998-March 1999

Graphic Designer

- Worked closely with Art Director to design the newspaper's Special Reports section
- Designed charts, tables and diagrams using Illustrator and QuarkXpress
- Retouched photographs in Photoshop

Modeworks, Inc., Mural & Decorative Painting, New York, NY

1993-1998

Mural Designer and Lead Artist

- Designed murals and decorative finishes for clients that included The Limited, The Walt Disney Company and Planet Hollywood
- Managed and mentored a team of creative talent in producing large-scale murals
- Consistently met tight deadlines and completed projects under-budget

SELECTED AWARDS

2010

Commissioned by Rensselaer Polytechnic Institute's Experimental Media & Performing Arts Center to develop an online participatory artwork

2008

Commissioned by the San Francisco Museum of Modern Art to create a new web-based artwork & participatory performance

2007

Selected as iCommons (Creative Commons) Summit Artist-In-Residence

2006

Awarded by jury a \$30,000 Creative Capital Foundation Grant in New Media

2005

Awarded by jury a net art commission by Rhizome.org/The New Museum

2004

Yahoo! Pick of the Week for online artwork "1 Year Performance Video"

Macromedia Site of the Day for online artwork "Five Small Videos..."

2002

Granted a Whitney Museum of American Art net art commission

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