

Tim Whidden – Web Developer

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Qualifications Senior web developer and UX designer with over a decade of professional experience conceiving, developing and designing online experiences and rich internet applications. • 10-year veteran of the online video industry. • Expert knowledge of current web programming techniques and patterns with an eye on future trends. • Proven leader, creative thinker and problem solver with exceptional technical, programming and design skills.

Education BFA, Fine Art, **Columbus College of Art & Design** 1992

Tools

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

Experience **VINDICO Group**, Interactive Video Advertising, *New York, NY* *November 2008–present*
Team Lead, Application Development

- Conceiving, overseeing and developing the interactive architecture, programming and visual design of the Vindico 2.0 ad server & ad campaign management software
 - Includes: gathering requirements from stakeholders, creating detailed specifications; scheduling product versions; managing a team of developers; coordinating between internal teams; and hands-on development
 - tools used: ASP.NET 4.0 (C#), SQL Server, jQuery & jQuery UI
- Developing a turn-key HTML5 video player & ad-serving solution
- Leading the API design and hands-on development of JavaScript libraries used in support of ad rendering and serving solutions
- Executing detailed wireframes, visual mockups and functional prototypes
- Total ownership of all front-end code, i.e. everything that goes “over the wire”
- Writing 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 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