

Lise LaTorre
510.595.7915
llatorre@inmotionmedia.net

Profile

With over eight years experience in web development, Lise knows how to strategize the success and use of a range of website styles, and has the technological expertise to implement that plan. As a team player with strong organizational skills, attention to detail, and a focus on meeting the deadline, she delivers work in an efficient manner while creating products of the highest quality.

Advanced Strategic and Organizational Skills

- Comfort filling a range of roles in a website development project, from running the show to subcontracting as an HTML/CSS coder, information architect or back end programmer.
- Extensive experience in managing simultaneous projects from beginning to end.
- A work ethic that stresses honesty and exceptional performance, based on teamwork and independent motivation, organization of time and materials, attention to detail, clear communication and an insistence on meeting deadline.
- Experience working with staff members with limited technological experience, explaining technology with clarity, patience and fun metaphors.
- Understanding of the differences among commerce, brochure, community and informational websites, and how to organize and implement an individual site to accomplish the goals inherent in each type.
- Knowledge of the technology available and the degree to which it is applicable to the target population. This includes the latest technology as well as the tried and true.
- Familiarity with the current approaches to achieving higher search engine rankings and extensive experience achieving accessibility for a wide range of users, including seniors, visually impaired users, and those on library computers or other older machines.

Advanced Technological Skills

- Expert hand-coded HTML, CSS, DHTML
- Intermediate-Advanced hand-coded JavaScript
- Intermediate PHP/MySQL and JSP
- Experience with XML/XSLT, ASP, ColdFusion and Multimedia Presentation
- Weblogic
- Section 508c Accessibility Compliance
- E-commerce (MIVA and custom created), Blog, Forum, Wiki installation and Customization
- FireWorks, PhotoShop
- Adobe HomeSite (Preferred editor)

Employment History

InMotionMedia, Inc

August 2000 to present

Sole owner of successful web site development company with a focus on non profit organizations and socially-oriented small businesses.

Skills employed:	<p>Full web site production from PSD to FTP, including graphic optimization, hand coded HTML, CSS, DHTML, JavaScript, PHP, MySQL and Flash animation.</p> <p>Information architecture and usability consultation and collaboration with clients to develop a site uniquely suited to their individual organization.</p> <p>Design direction and collaboration. Design and creation of HTML newsletters.</p> <p>One-on-one HTML and site update training with non-technical staff members.</p> <p>Creation of database-driven functions such as a Members Only Area, privacy-protected data collection, a grant application and evaluation system and online event registration.</p> <p>Integration of streaming media and third-party software such as site search, weblogs, wiki, ecommerce and a community forum.</p> <p>508c compliance consultation and implementation.</p> <p>HTML newsletter templates.</p>
Work samples:	See portfolio at www.inmotionmedia.net/what.html
Reference (see below):	Jim Ware, Suzanna Shubeck

Barclays Global Investors

Nine month contract

Provided CSS, HTML, JavaScript and JSP code support in a JSP environment, working with multiple web sites and applications.

Skills employed:	<p>Full front end development (JSP, HTML, CSS and JS) for the new website (iShares.com.au).</p> <p>Interactive form development using HTML, CSS and JSP in an ATG based environment.</p> <p>IE7 audit for multiple sites and applications, with recommendations for the QA process and consultations regarding required code changes.</p>
Work samples:	N/A
Reference (see below):	Pam Mayer: Pam.Mayer@barclaysglobal.com

Wells Fargo

Six month contract
 Provided CSS, HTML and JavaScript code support in a JSP environment

Skills employed:	<p>Translation of designs and specifications into interactive pages working with a 508c-compliant standard code base.</p> <p>Creation of JavaScripts to implement modal overlays, scrolling over dynamically-generated images and integration with the Prototype library.</p> <p>Styling of a series of dynamic grids using ActiveWidgets and overlays using window.js and Prototype.</p>
Work samples:	N/A
Reference (see below):	Sean Hoskin: Sean.Hoskin@Wellsfargo.com

Podshow.com

Three month contract
 Provided PHP, CSS, HTML and JavaScript code support

Skills employed:	Translation of designs and specifications into interactive sign up process using CSS, DHTML, JS and PHP
Work samples:	http://www.podshow.com/pspro/landing.php
Reference (see below):	Brigid Willerer: mailto:brigid@swoorl.co

Hotwire.com

Periodic contracting since August 2000, fulltime from October 2004 – April 2006
 Senior front end developer for a leading online travel website.

Skills employed:	<p>Full translation of designs into hand-coded HTML and DHTML using CSS for layout and integrated into a JSP environment.</p> <p>Implementation of version testing using struts, tiles and XML. Direction and technical training to junior developers.</p> <p>Establishment of best practices and strategy for clean and well-organized CSS and HTML that takes into account common IE-related bugs.</p> <p>Creation of documentation and processes to make the transition from specification and design to production smoother and more efficient.</p> <p>Design and implementation of a modular system for HTML newsletter templates using the YesMail email blast system.</p>
Work samples:	www.hotwire.com
Reference (see below):	James Erb (now at BGI)

Workbox, Inc.

11/08/99–08/01/00

Acted as Production Director in a small web and print design boutique. After implementing a new work process, company productivity doubled. After converting the company to producing sites based on high-integrity hand-coded HTML and a focus on user-experience, the quality of the work delivered was perceived as increasing such that prices for a website went from \$25,000 to \$250,000 within six months.

Skills employed:	Creation and implementation of a design/production process, hand-coded HTML, JavaScript, Flash animation, graphics optimization, production of demonstration sites for start-ups, material management, staff training, client contact, supervision of the production process and staff, coordination with back-end developers.
Sample Clients:	Gensler, Provinia, SkillsOne

Red Eye Digital Media

03/01/99–11/05/99

As a fulltime Production Engineer Lise contributed to large scale projects for Saturn Cars, PetStore.com, PG&E, SRI and Genentech. Additionally, she contributed to the intranet tools, restructuring the resource center and updating the corporate HTML standards for consistent, accurate code.

Skills employed:	<i>Web page production</i> including tight HTML code, JavaScript, graphics optimization. <i>Client contact</i> including gathering updates, clarifying needs, setting delivery schedule. <i>Intranet development</i> involving restructuring of in-house resource center, updating HTML standards, procuring training materials, establishing external resource lists.
Sample Clients:	Saturn Cars, PetStore.com, PG&E, SRI and Genentech

References

<p>Jim Ware Founder The Future of Work 510.558.1434 jim@thefutureofwork.net</p>	<p>Pam Mayer Business Analyst Barclays Global Investors Sydney, Australia Pam.Mayer@barclaysglobal.com</p>	<p>InMotionMedia, Inc Portfolio: http://www.inmotionmedia.net/what.html</p> <p>Testimonials and ratings from TechSoup: http://www.inmotionmedia.net/ratings/techsoup.htm</p>
<p>Suzzana Shubeck Designer Ultrapop 415.821.5750 suz@ultrapopdesign.com</p>	<p>James Erb Senior Front End Developer Barclays Global Investors 510. 652.7154 jameserb@gmail.com</p>	