

*Lise LaTorre*  
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## **Profile**

With over ten 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**

- 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.
- Extensive experience in managing simultaneous projects from beginning to end.
- Comfort filling a range of roles in a website development project, from running the show to subcontracting as an HTML/CSS coder.
- 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.
- Experience working with staff members with limited technological experience, explaining technology with clarity, patience and fun metaphors.
- 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.
- 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 Level Hand-coded HTML, CSS, DHTML
- Intermediate Level Hand-coded JavaScript, jQuery, JSP, PHP and MySQL
- Experience with XML/XSLT, ASP, JSP, RoR, ColdFusion and Multimedia Presentation
- Section 508c Accessibility Compliance
- Ecommerce (MIVA and custom created), Blog, Forum, Wiki installation and Customization
- FireWorks and PhotoShop

## Employment History

### Freelance UI Engineer/Front End Web Developer

June 2008 to present

Clean, efficient, browser-friendly, hand-coded CSS and JavaScript in PHP, Ruby or JSP-based environments. Integration of jQuery-based tools and blog customization.

<p><b>Skills employed:</b></p>	<p>Full web site production from PSD to FTP, including graphic optimization, hand coded HTML, CSS, DHTML, JavaScript.</p> <p>Experienced working in complex commercial applications based in JSP, RoR and PHP.</p> <p>Interaction design and strategy.</p> <p>Integration and customization of jQuery-based tools.</p> <p>Custom templates and integration into WordPress and other third-party systems.</p> <p>Design direction and collaboration.</p> <p>Work independently and/or team collaborations in both Agile and Waterfall work styles.</p>
<p><b>Recent projects:</b></p>	<p>www.gamesradar.com restructure project.</p> <p>Integrating jQuery-based tools for AB SCIEX (<a href="http://www.absciex.com/mk/get/AB_SCIEX_5600">http://www.absciex.com/mk/get/AB_SCIEX_5600</a>)</p> <p>www.lifebalanceinstitute.com.</p> <p>www.dharmawisdom.com</p> <p>www.SFUNITY.org.</p> <p>Smart.fm reskin (CSS3, HTML5, jQuery).</p> <p>Addicting Games social networking features and site wrapper.</p> <p>Limos.com Vendor Tools.</p> <p>www.businessbreakthroughtechnology.com.</p> <p>Multiple sites and widgets for UCSF.</p> <p>HTML emails for SurveyMonkey (direct client) and Apple (sub sub subcontract).</p>

	www.redegggallery.com.
	Templates for Drupal-based site (www.llatorre.com/StopAIDS),
<b>Current projects:</b>	CSS architect on site rebuild project for www.sephora.com
	Small business website with custom template integrated into WordPress

**Braclays Global Investos**

March 2007 - October 2008

Developer user interface for internal and public facing sites in a Java-based environment

<b>Skills employed:</b>	CSS, HTML, JS, JSP, JSTL.  Spatial layout and interaction design of data-heavy content.  Participation in Agile Development process .  Provided the full front end code (CSS, HTML, JS) for a new web site for the launch of iShares in Australia.
<b>Work sample:</b>	www.ishares.com.au

**InMotionMedia, Inc**

August 2000 to December 2007

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

<b>Skills employed:</b>	Full web site production from PSD to FTP, including graphic optimization, hand coded HTML, CSS, DHTML, JavaScript, PHP, MySQL and Flash animation.  Information architecture and usability consultation and collaboration with clients to develop a site uniquely suited to their individual organization.  Design direction and collaboration. Design and creation of HTML newsletters.  One-on-one HTML and site update training with non-technical staff members.  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.  Integration of streaming media and third-party software such as site search, weblogs, wiki, ecommerce and a community forum.  508c compliance consultation and implementation.
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	HTML newsletter templates.
<b>Work samples:</b>	See portfolio (from a few years ago) at <a href="http://www.inmotionmedia.net/what.html">www.inmotionmedia.net/what.html</a>

**Hotwire.com**

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

<b>Skills employed:</b>	<p>Full translation of designs into hand-coded HTML and DHTML using CSS for layout and integrated into a JSP environment.</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>Implementation of version testing using tiles and XML. Direction and technical training to junior developers.</p> <p>Design and implementation of a modular system for HTML newsletter templates using the YesMail email blast system.</p>
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**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.

<b>Skills employed:</b>	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.

<b>Skills employed:</b>	<i>Web page production</i> including tight HTML code, JavaScript, graphics optimization.
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	<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

Available upon request. In the meantime, please see recommendations on LinkedIn:  
<http://www.linkedin.com/in/LiseLaTorre>