

## *Lise LaTorre*

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### **Profile**

With over a decade of 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 Technological Skills**

- Expert hand-coded HTML, CSS, DHTML
- Intermediate hand-coded JavaScript, jQuery, JSP, PHP and MySQL
- Extensive experience with a range of site structures from simple static/blog templates to complex Java-based applications that require running a local instance and managing version control
- 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, IntelliJ and Eclipse, BBEdit, CVS, SVN, Git

### **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.

## 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>	<ul style="list-style-type: none"> <li>* CSS architect for <a href="http://www.sephora.com">www.sephora.com</a> rebuild</li> <li>* <a href="http://www.lifebalanceinstitute.com">www.lifebalanceinstitute.com</a> (CSS and JS-based templates)</li> <li>* <a href="http://www.dharmawisdom.org">www.dharmawisdom.org</a> (CSS and JS-based templates)</li> <li>* Structural and CSS-related reorganization at <a href="http://www.GamesRadar.com">www.GamesRadar.com</a></li> <li>* Integrating and customizing jQuery-based tools for <a href="http://www.ABSCIEX.com">www.ABSCIEX.com</a> (slideshow, video, tabs, scroller using jQuery Tools. Unfortunately the code was not ported over with their new CMS implementation. )</li> <li>* <a href="http://www.altaatkstation.com">www.altaatkstation.com</a></li> <li>* HTML newsletters for SurveyMonkey</li> <li>* Smart.fm reskin (delivered modules for gradual integration)</li> <li>* Addicting Games launch of profile section and site framework</li> <li>* Limos.com vendor tools</li> </ul>

	<ul style="list-style-type: none"> <li>* SFUNITY.org</li> <li>* businessbreakthroughtechnology.com</li> <li>* Multiple sites/widgets for UCSF.</li> </ul>
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### **Braclays Global Investors (now Black Rock)**

March 2007 - October 2008

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

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

### **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>	<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>
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<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>
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**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.
<b>Sample Clients:</b>	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>	<p><i>Web page production</i> including tight HTML code, JavaScript, graphics optimization.</p> <p><i>Client contact</i> including gathering updates, clarifying needs, setting delivery</p>
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	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>