

# **Blake Foss**

## ***ColdFusion and Web Developer***

### ***“Providing a Fusion between creative and Technical”***

It is easy to love great creative as you can see it, where as great technical is invisible. Creative and technical are very different aspects of a web site with two very distinct groups working towards the same goal.

When there is synergy between creative and technical the possibilities for what your website can achieve are limitless, When there is a gap between the groups it can result in compromises that hinder your website’s usability, growth and potential.

With a unique background that includes extensive experience in commercial art and design and a deep understanding of all aspects of web application development, I can work along side your creative and technical teams to enhance collaboration and drive desired results.

I can help your team develop a web site that delivers intelligent web application development with an emphasis on business integration, usability and end user experience. Simplicity is the key. I can also help you bring in house more of the site management functions, giving you more control and reducing the ongoing maintenance costs.

My role is to improve the user experience through simplicity.

## **Overview and Principal Competencies**

I have a unique background that includes extensive experience in web application development and commercial art and design, which has enabled me to provide a fusion between creative and technical. I have been involved in web development since 1996 and have worked with a range of clients including small businesses, government organizations and large international companies.

I have always taken a highly creative approach to web development and have an innate ability to identify and resolve complex technical issues. I have also been complimented for my ability to translate technical speak into plain English.

### **Career Highlights**

- Acknowledged by Crime Stoppers International for developing the world's first anonymous reporting of crime online in a secure environment.
- Worked on several Sydney 2000 Olympics related projects, The Olympic Security Command Center, The Sydney Olympic Ecology Program and created tools for the NSW Police to manage media releases and tracking of any situation that might have occurred during the 2000 Olympic Games.
- Emerged as a leader in usability and user interface design within Barclays Global Investors through the development of Rich Internet Applications and served as a founding member of their Usability Committee as well developing the first true Rich Internet Application using Flex into Barclays Global Investors.
- Developed inSite Content Management System that was used on over 35 web and intranet sites.
- Served as advisor for the New South Wales (NSW) Government on usage guidelines, and provided recommendations that led to the first major government department in NSW to use of ColdFusion for their web site and intranet.
- While with ASK Learning, a San Francisco based e-learning company, was able to work successfully with high profile clients such as Sony, Symantec and Cisco in a true global sense. The majority of my projects were Australia and Singapore based.
- Lead developer on the first 3G telecommunications launch in Australia, Hutchison's Three network.
- Presenter at various conferences on such topics as; site statistics, migrating to a dynamic web site and content management systems.
- Currently working on a commercial application for photographers to manage their portfolios and set up client viewing areas after a photographic shoot is completed.

### **Creative/Design**

- Over 10 years experience within the advertising industry as a location photographer involved in all aspects of creative, from idea to execution.
- Skilled in facilitating communication between technical and creative teams.
- Ability to conceptualize a web site and work with designers to achieve the end result.
- Successful in designing and communicating the user interface to the graphic designers for web optimization.
- Able to work directly with the client to ensure their technical needs are serviced while managing client expectations..

### **Web Site/Application Development**

- ITIL Foundation Certified. ITIL is a series of standardized documents and practices to aid in the implementation of IT Service Management and Support.
- Strong understanding of web usability and accessibility principles and thorough knowledge of web programming methodologies.
- Skilled in site analyses, strategic planning and small and large implementations.
- Able to work with designers and HTML coders to ensure application code integrity.
- Experienced with custom developed content management systems and open source applications.
- Rich Internet Application Development using Flash, Flex/Air and jQuery and other open source applications such as Laszlo Systems.
- Development technology focuses on cross platform and open source solutions as these technologies reduce the level of information incompatibilities that can occur and offer a greater range of options.
- Experience in Rich Internet Application Development via Flash, Flex/AIR and Ajax based HTML.
- Experience with setting and working within guidelines, such as government and corporate standards.

**Career Synopsis**

Current	<b>Web Developer</b>	<p><b>Services:</b></p> <ul style="list-style-type: none"> <li>• Facilitate communication between the technical and creative.</li> <li>• ColdFusion and Flex development.</li> <li>• Web based application development.</li> <li>• Usability and web accessibility consulting.</li> <li>• Existing site analysis and ongoing strategic planning.</li> <li>• Resolve issues with existing web technologies and sites.</li> </ul>
2006 - 2009	<b>Barclays Global Investors</b> Systems Development Engineer	<ul style="list-style-type: none"> <li>• Core responsibilities are within the support team maintaining and extending existing ColdFusion based applications within GSS.</li> <li>• Developed first Rich Internet Application for internal use called Server Autopackager using Flex and working with the Java Development Team for the back end.</li> <li>• Founding member of the usability committee.</li> <li>• Emerged as a leader in interface design and development.</li> </ul>
2004 - 2005	<b>ASK Learning</b> <b>San Francisco Office</b> (Closed December 2008)	<ul style="list-style-type: none"> <li>• ColdFusion developer managing and extending their in-house Learning Management System (LMS), Empower.</li> <li>• Clients included, Sony, HP, Harvey Norman (Best Buy of Australia), VERITAS/Symantec, EMC2 and Cisco.</li> <li>• Most projects were ColdFusion and Flash integration.</li> </ul>
2004	<b>Southern Nevada Water District,</b> <b>Las Vegas</b>	<ul style="list-style-type: none"> <li>• ColdFusion developer assigned to the Ground Water Management Project.</li> <li>• The application used Oracle 9i as the database. This required that we develop as much of the processing logic via SQL Queries and Stored Procedures.</li> </ul>
2002 – 2003 Australia	<b>NetX Interactive</b> <b>Senior ColdFusion Developer.</b>	<ul style="list-style-type: none"> <li>• Developed custom content management system for the first 3G Telecommunications launch in Australia, Hutchison Telecoms 3.</li> </ul>
2001 – 2003 Australia	<b>Freelance Web Developer</b>	<p><b>Direct Client list included:</b></p> <ul style="list-style-type: none"> <li>• The Sydney 2000 Olympic Coordination Authority.</li> <li>• Sydney International Wine Competition.</li> <li>• Hot Buttered International.</li> <li>• The Department of Industrial Relations.</li> <li>• Department of Infrastructure Planning and Natural Resources.</li> </ul>
1998 – 2001 Australia	<b>NSW Police Service</b> Internet Coordinator	<ul style="list-style-type: none"> <li>• Developed and managed the public web site creating a custom content management system that was used by many of the Police Stations across the state.</li> <li>• Developed and managed The Olympic Security Command Center and NSW Police Service Media web sites during the Sydney 2000 Olympics.</li> <li>• Developed and managed Crime Stoppers NSW introducing the first secure online anonymous crime reporting system.</li> <li>• Was an advisor for the NSW Government on usage guidelines for all NSW based Government agencies.</li> </ul>
1996 – 1998 Australia	<b>Jinta Desert Art Gallery</b>	<ul style="list-style-type: none"> <li>• Managed computer systems and painting databases. Built my first web site for this company.</li> </ul>
1993 – 1997 Australia	<b>Freelance Photographer</b>	<p><b>Clients included:</b></p> <ul style="list-style-type: none"> <li>• Caterpillar Equipment.</li> <li>• Eimco Mining Equipment.</li> <li>• Architectural firms and magazines.</li> <li>• Advertising Agencies and Design Studios.</li> </ul>

## **IT Proficiency**

### **Web Technologies**

ColdFusion	HTML & CSS (W3C)	Flash/Flex/CF integration
XML/XHTML	JavaScript	Database development
Action Script	Flex and AIR development	OpenLaszlo RIA Platform
Site Usability and Accessibility	jQuery and Ajax	User Interface Design
Web Services and Integration	Analyzing existing web sites to improve the user experience on the web site.	

### **Applications/Servers**

ColdFusion Server	(IDE) Dreamweaver/Eclipse	Photoshop
Flash	Fireworks for prototyping	Windows Server
MySQL	Linux based servers	Oracle
BlazeDS	Flex Server	SQL Server
OmniGraffle for rapid web prototyping		

## **Online Resume**

My online resume has detailed information of the specific types of projects I have worked on as well as sample links and various prototypes and experimental work.

**<http://www.webfootforward.com>**