

MATTHEW ROSS

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WEB DEVELOPER

Former Yahoo engineer with an 11 year track record of innovation and success

- Outstanding web developer with 11 years in multi-media, application development, and project management
 - Experience in both web design and multimedia presentation technologies
 - Developed multimedia websites for various industries (example: Financial, Restaurants, Health and Beauty, Commercial Entertainment)
 - Experience with Active-X controls and creating dynamic HTML programmatically
 - Expert in multimedia technologies: Flash, Real Producer encoding, Windows Media encoding, Flash Media encoding with Sorenson Squeeze, SwishMax, DAW (Digital Audio Workstations) and Non-Linear Video Editing, Adobe After Effects, Adobe Premiere, Adobe Creative Suite 3, Photoshop, & Dreamweaver
 - Proficient in PHP, CSS, HTML, DHTML, Javascript, XML, and forms programming
 - Worked directly with "C" level executives to deliver multimedia and web presentations
 - Accustomed to working in fast paced and high volume environments.
 - Developed automation to decrease turn-around time and eliminating the need to hire additional production resources.
 - Experience working with distributed teams across multiple time zones and countries
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CORE COMPETENCIES

- Web Development
 - Multimedia Production
 - Employed at cutting edge technology companies (Yahoo! and NetRoadshow)
 - Ability to translate client's requirements into finished product
 - Solid Technical Background
 - WorkFlow Automation
 - Internet and Web Technologies
 - CBT / AICC / SCORM / eLearning
 - Major Commercial Clients
 - Financial Industry experience
 - Problem Solving
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PROFESSIONAL EXPERIENCE

- [The Art Institute of Charlotte](#), **Charlotte, NC** (7/2009 to Present) – **Instructor** – Teaching at the college level on Web Design and Interactive Media principles, techniques and methodologies. Instructing students on how to successfully produce "real world" projects which prepare them for today's fast paced & communication driven work environment.
- [Wachovia](#), **A Wells Fargo Company, Charlotte, NC** (11/2008 to 6/2009) – **Web Developer / Flash Developer**– Re-engineered Flash based CBT (Computer Based Training) platform used by 280,000 employees for required compliance training. Involved extensive Flash Actionscript development, Javascript development, LMS integration, and XML coding to make the platform more stable and limit support calls due to user error. Solved cross-browser compatibility issues. Re-worked third party vendor course code and made compatible with current browsers.
- [Streamworks Media, LLC.](#), **Indian Trail, NC** (8/2008 to Present) – **Lead Developer** – Developed commercial grade websites for local businesses. Clients include Rossini's, Emmy & Company, and Gelbach Designs. Implementation of Drupal and Wordpress CMS, Flash Animation, ActionScript, Style sheets, SEO, PHP and MySQL (LAMP). Solved cross-browser compatibility issues.

- [MyPodworks, LLC](#), **Indian Trail, NC** (1/2006 to Present) – **Lead Developer** – Designed and developed social media network in PHP using Drupal and MySQL. Website geared for artists to publish personal works online. Portfolio and Podcast manager's key features synchronize to iPod enabling artists to take on interviews or link in resume.
- [NetRoadshow Inc.](#), **Atlanta, GA** (10/2003 to 8/2008) – **Project Manager / Engineer** – Provided multimedia and web development services to the financial industry (Merrill Lynch, JPMorgan, Bank of America and other major investment banks) as well as recognizable commercial brands: Kraft Foods, BP, Rackspace. Responsible for automating the production process for creating and distributing content to websites in a fast paced production environment. Analyzed the complex workflow and implemented key automation tactics to reduce costs and improve productivity. (example: reducing show production time by 4 hours per event, reducing headcount requirements by 50%) Responsible for creating and managing web-based applications that were used to educate distributed teams in technical processes and techniques. Technology in these websites included: Wordpress, PHP, Camtasia, Flash, Podcasting, Streaming Media. Developed Yahoo Widget / web applications that interact with web content via RSS feeds.
- [Yahoo!](#) **Atlanta, GA** (7/2000 to 10/2003) – **Multimedia Engineer** – Employed by one of the top technology companies of the world. Yahoo has a reputation for hiring the best and expecting the best out of all their employees. Worked in a dynamic and fast paced environment where change occurred sometimes on an hourly basis. Provided accelerated multimedia services to the financial industry and the Fortune 100. Yahoo's artistic internet culture provided me with exposure to cutting edge technologies. Worked on audio/video editing and image manipulation, working extensively with all industry standard formats: MPEG2, MPEG4, MOV, WMV, RM, FLV & SWF (Flash), JPEG, GIF, PNG. Developed Flash presentations for our intranet websites and for external users. Responsibility for web development included, developing training intranet websites written in HTML that utilized tables, forms, Javascript and embedded Flash. Performed database analysis and troubleshooting. Yahoo expected that we exceed client expectations; the company was founded on this principal. Received high reviews from my superiors and peers, and awarded the coveted Yahoo! Star award.
- **Secret Sound & Multimedia, Charlotte, NC** (6/1999 to 12/2002) – **Independent Consultant** - Developed an entire e-commerce website for a fashion accessories company. Implemented the shopping cart, PHP, OsCommerce, product database (MySQL) and internet-enabled payment system. Also provided multimedia services to post-production studios in the local area.

EDUCATIONAL BACKGROUND

MFA in Production, Design & Technology for Theater & Film, Ohio University, 1999
graduated with high honors

BA in Theater, UNC at Charlotte, 1996
graduated with honors

TECHNICAL PROFICIENCIES

Platforms: Microsoft Windows, Linux, Mac OS9, OSX

Tools: Microsoft Office (Word, Excel, PowerPoint, Outlook), Adobe CS3 (Photoshop, After Effects, Lightroom, Distiller, Acrobat, Dreamweaver, Fireworks, Illustrator, Flash) Camtasia, Drupal, LAMP, Wordpress, OsCommerce, Yahoo Widgets, CBT, AICC, SCORM, eLearning

Languages: Windows Interface Language, PHP, HTML/DHTML, Javascript, ActionScript (Flash)

Databases: MS SQL Server, MySQL, Docent LMS