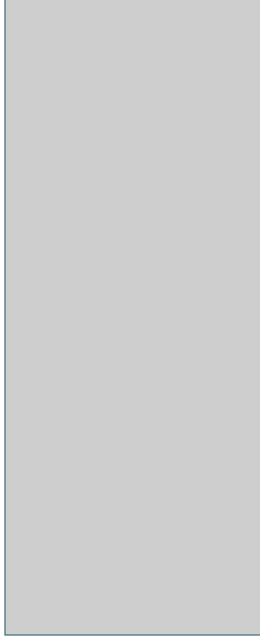




ambrose ferber
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(ELECTRONIC ARCHITECT)

The problem is that there are usually two distinct factions: designers and developers. The designers often design difficult to build designs; or they design without knowledge of the technological **possibilities** the web offers; or without knowledge of the design nuances that separate the web from its venerable print cousin.

The developer credo is “make it work.” It doesn’t matter if it is beautiful and elegant and interesting and useful to users: it just has to work.

Most organizations could use a unifying force; someone that can bridge the gap between design and technology, and liaison between customer and geek. Someone who can speak both languages effectively.

I was trained formally in art and design, at the university level and beyond. I did my time with paint and pencil, type and art history. I learned, through failure, that good design is not in the software you know, but weighed on the strength of a concept and flawlessness of execution.

In addition to implementing professional design and art direction, I have spent the last ten years seriously honing my technological chops. Everything from architecture and planning to user interface design to outright coding of dynamic, database driven applications. While co-operating Wing Interactive (Fort Collins, CO), I was the expert on usability, semantic markup, cascading style sheets (CSS) and standards compliance. Once Wing was acquired by Neogent, Inc. (Austin, TX), I was quickly recognized as the go-to guru on matters of interface, design and CSS development. Several of Neogent’s malingering projects (Kodak, Johnson Controls and UCSB) were brought to market sooner, with faster and leaner code.

At Neogent, I mainly worked with third party Content Management Systems; most notably Drupal, Day Communiqué, and Vignette—deploying applications, architecting hierarchy and taxonomy, building custom modules and components, realizing designs in CSS and XHTML, and training customers in CMS use. I am back in the CMS space now, operating my own design/dev company, and working with Alexa Consulting.

At Sun Microsystems, I worked with such customers as US Foods, United Airlines and Verizon Wireless. While doing deep development work on identity management software, I discovered that I could bring expertise in visual design, CSS, cohesive and readable documentation, system architecture, and diagram illustration, together with our code development to make projects run smoother and customers run happier.

I believe that I can bring artistic expertise to any company, but in a way that allows for seamless interaction with development. My greatest professional strength is in riding the line between design and development, between technology and communication, between customer and delivery.



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(BIOGRAPHY)

Ambrose is a native New Mexican, who has lived in the Pacific Northwest, Europe, the Bay Area and the Rocky Mountains. He first found digital design on a then-high-end Macintosh he received for high school graduation. He went on to teach himself Photoshop, Freehand, Illustrator and 3-D modeling and animation. Falling quickly in love with art and design, he studied both of these voraciously at the university level; he also mentored with Christian Simms in Santa Fe, NM, and Bob Coonts at Colorado State University in Fort Collins, CO.

Also while in Colorado, he partnered with Todd Hoven to create Wing Interactive, a small web design and development agency that experienced significant success until it was acquired by Neogent, Inc., out of Austin, Texas. At Wing, Ambrose developed a love for coding, programming and database administration— quickly becoming the company expert in CSS, semantic code, and web standards.

He has worked professionally in the industry for over 15 years, as a freelancer, production artist, designer, art director, illustrator, web developer, video editor, web standards guru, copy writer and stickler for clean, semantic code.

In addition to art, design, and code, Ambrose is an accomplished stage actor and working stunt performer.



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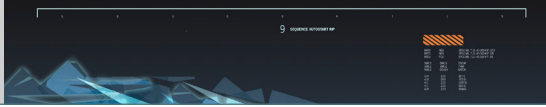
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(ELECTRONIC ARCHITECT)

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RECENT EXPERIENCE

January, 2011 – Current : ui developer/web architect

Syntax:8080, Inc + Alexa Consulting, Inc | Santa Fe, NM + Wash., DC

Planning, architecting, and realizing front end interfaces for both the Day Communiqué CMS and custom applications for a number of customers. CSS, XHTML, standards compliance, 508 compliance. Also responsible for building and maintaining JSP/Java custom CMS components and Javascript/jQuery interface elements.

See also “web architect/owner” below.

February, 2010 – December, 2010 : ui developer

RCK Associates, Inc Washington, DC

Planning, architecting, and realizing front end interfaces for both the Day Communiqué CMS and custom applications for AARP. CSS, XHTML, standards compliance, 508 compliance. Also responsible for building and maintaining JSP/Java custom CMS components and Javascript/jQuery interface elements.

October, 2008 – January, 2011 : web architect/owner

Syntax:8080, LLC Santa Fe, NM

Custom application development on a LAMP stack (with Javascript and Ajax, making extensive use of the jQuery framework), CMS deployments (with Drupal) using heavy customization, design and art direction (including user interface and experience), and consulting—mostly in the area of Semantic, Extensible XHTML with CSS in a tableless framework. Also daily business operations, sales, documentation and training.

October, 2006 – October, 2008 : identity management specialist

Sun Microsystems, Inc Santa Clara, CA

Deployment of Sun’s Identity Manager software at customer locations, including architecting highly custom scenarios, building custom connectors to customer data sources, visual design integration, and documentation. Also worked on several custom applications written in Java, Javascript, Spring, and Hibernate for internal Sun functions.

July, 2006 – October, 2006 : design/html/css/content management

Neogent, Inc Austin, TX

Worked with Content Management team to build and deploy CMS solutions using Vignette and Day Communiqué. Was in charge of CSS, standards compliance, and user interface, mainly, but also configured components and templates, and coded custom functionality.



CLIENTS

AARP	John Muir Health
United Airlines	Apollo Group
UC Santa Barbara	AnnounceMedia
	Kodak

education

Colorado State University
 Fort Collins, Colorado
 BFA:(Cum Laude) Graphic Design
 5 time Dean’s List
 National Golden Key Honor Society
 Phi Kappa Phi Honor Society

Kenyon College
 Gambier, Ohio
 Santa Fe Preparatory School
 Santa Fe, New Mexico
 Member AIGA
 EMT/Firefighter 1

Adobe CS4
 (D/X)HTML software
 PHP
 MySQL and
 CSS languages
 Javascript/JSP
 XML, XSL, XSLT
 Adobe Flash
 QuarkXPress
 Adobe Pagemaker
 Microsoft Office
 Corel Painter
 Adobe Dreamweaver

Day Communiqué
 Drupal content
 Vignette management
 Magnolia
 Typo3
 FireRift

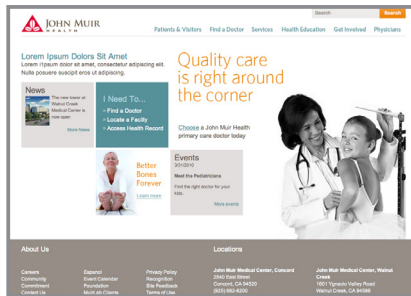
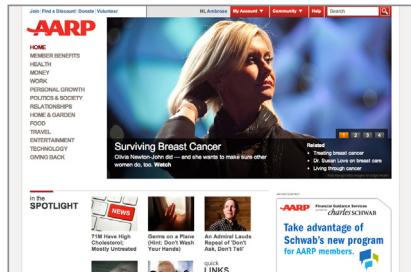
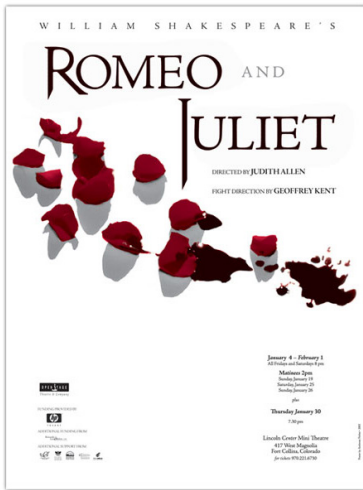
Illustration other
 Art Direction skills
 Photography
 Interface Design
 Copy
 Education
 Typography
 Networking (people and machines)
 Presentations
 Public Speaking
 Acting/Performing

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