

John R. Allen

6293 Seminole Dr. Olive Branch, MS 38654 • (901) 672-4937 • jallen@jonra.com • www.jonra.com

Web Development / Information Architecture

Experienced in all areas of web site planning and production from pre-proposal to post-launch. Proven talents in problem solving, analysis, technical writing, web graphics, time management, communications, and mentoring.

Lead Content Developer and Information Architect for multiple e-commerce sites, corporate web sites, and intranet applications.

Worked closely with client representatives, sales staff, technical personnel, content developers, graphic designers, and project managers to create award winning web sites. Comfortable dealing with top-level executives individually or in groups.

Skills: HTML, DHTML, CSS, JavaScript, XML/XSL, PHP, MS SQL Server, MS Access, MS IIS, MySQL, Macromedia Freehand 10, Adobe PhotoShop CS, MS Office Suite, OpenOffice, OpenSite, Macromedia Dreamweaver MX, Visual Source Safe, CVS, MS PowerPoint

Operating Systems: All MS Windows and Mac versions.

Experience

jonra enterprises – Memphis, TN 2007 - Present
Freelance Consultant

- Web development
- Specializing in Neurology practice web sites
- Content creation and optimization including technical writing and graphic design

Tools: Dreamweaver MX, MM Freehand, Flash, Adobe Acrobat, PhotoShop CS, Illustrator, PHP, ASP, MySQL, MS Access, SQL Server, Apache, Linux, WinXP

TEK System – Memphis, TN 2006 - 2007
Senior Web Developer/Designer

- Responsible for prototyping for E-Biz group
- Introduced concept of paper prototyping
- Turned concepts into functioning web sites
- Worked with programmer group on PHP/MySQL applications
- Performed repair and maintenance on consumer sites and intranet applications
- Advised developers on CSS and HTML layout issues.
- PHP programming, AJAX integration, and SQL database integration
- Created prototypes and proof-of-concept sites for intranet and extranet applications.

Tools: MS VSS, corporate CMS system, Visio, Dreamweaver MX, MM Freehand, Flash, Adobe Acrobat, PhotoShop CS, PHP, MySQL, SQL Server, Apache, Linux, Win XP

Example projects:

www.necksurgery.com – Participated in planning meetings, made usability recommendations, implemented concept using AJAX, PHP/MySQL on a LAMP architecture.

jonra enterprises – Flint, MI
Freelance Consultant

2001 - 2006

www.jonra.com

- Advised small and mid-sized businesses on computer related projects
- Designed and implemented websites for individuals and businesses
- Content creation and optimization including technical writing and graphic design
- Created custom business software solutions
- Technical support and training for individuals and small businesses

Tools: Dreamweaver MX, MM Freehand, Flash, Adobe Acrobat, PhotoShop CS, Illustrator, PHP, ASP, mySQL, MS Access, SQL Server, Apache, Linux, WinXP

Example projects:

www.redfearnrealestate.com – Designed and programmed database-driven administration module to allow adding, editing, viewing, and deleting of real estate listings and agents. Integrated data and pictures with public web site using PHP.

NetPlanet, LLC – Troy, MI

1998 - 2001

Lead Content Developer / Information Architect

- Led planning from the requirement gathering stage through final production and publishing for Fortune 500 clients.
- Led requirements gathering efforts, wrote functional specifications, front-end coding standards, and process documentation.
- Created navigation schemes and page grids, site maps, user scenarios, data models, and interactive user interfaces.
- Introduced development techniques and planning concepts that reduced development time by 30 percent.
- Researched, presented, and lead development of a data-driven process that reduced maintenance on web sites by 80%.
- Introduced concept of Information Architecture and taught the methodology to key employees.
- Introduced and championed User Centered Design concepts and methodologies.
- Managed and mentored junior content developers, graphic designers, and programmers.
- Reported to: Chief of Creative Services

Tools: Dreamweaver, MM Freehand, Flash, Adobe Acrobat, PhotoShop CS, Illustrator, PHP, ASP, JSP, mySQL, SQL Server, Apache, Linux, WinXP, IIS, Visual SourceSafe, Visio, MS Excel, MS PowerPoint, MS Word, MS Access, ACT, MS Outlook

Example projects:

www.evisteon.com (Visteon Aftermarket site) – Participated in all client meetings, led requirements gathering, wrote functional specifications, performed usability review, coded sHTML, acted as liaison between technical and creative staff.

Tools: Dreamweaver, IIS, Visual SourceSafe, Visio, SQL Server, PowerPoint, ACT

www.flagstar.com - Participated in all client meetings, led requirements gathering, wrote functional specifications, performed usability review, integrated JSP pages, coded dHTML interface, acted as liaison between technical and creative staff.

Tools: Dreamweaver, Freehand, CVS, Visio, JSP, SQL Server, IIS, PowerPoint, Outlook

www.albinkonica.com - Participated in all client meetings, led requirements gathering, wrote functional specifications, performed usability review, integrated ASP, coded dHTML interface, acted as liaison between technical and creative staff.

Tools: Dreamweaver, Freehand, CVS, ASP, Visio, SQL Server, IIS, Outlook

DNPE, Inc. – Oak Park, MI 1992 - 1998

Director of Graphics and Computers

www.dnpe.com

- Converted manual art department to computerized drafting, which reduced departmental expenses by 50%
- Managed Windows NT network and graphics department simultaneously
- Computer projects helped company handle a 300% increase in sales with only a 40% increase in office and graphics staff
- Reported to: President

Tools: Novell Netware, Windows NT Server, Mac OS, Win 98, Macromedia Freehand, Adobe Illustrator, Quark, Excel, Agfa RIP and imagesetter

Non-technical Positions

Quality Inn / Flint – Flint, MI 1989 - 1992

Night Manager

- Streamlined night auditing procedure.
- Managed computer network, training, and technical support
- Handled Customer relations and labor relations as well as maintenance staff.
- Reported to: General Manager

General Motors, Inc. – Flint, MI 1971 - 1988

Team leader

- Production Supervisor
- Managed subassembly area including scheduling, inventory flow, and assembly

Education

Mott Community College - Flint, MI

- Major - Secondary Education.
- English and Accounting Minors

Kettering University - Flint, MI

- Labor relations, management, communications

Professional Associations

- HTML Writers Guild (HWG)
- Web Design and Developers Association (WDDA)
- Southeast Michigan Internet Developers Association (SEMIDA)