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**OBJECTIVE:**

To obtain a Web Design and Web Development position in which I can apply my acquired technical skills and developed creative talents along with my solid background in communications, writing, and media to lead the development of cutting-edge web products.

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**Web Designer/Web Developer — October, 2009-Present**

National Oceanic and Atmospheric Administration (NOAA), Silver Spring, MD  
National Environmental Satellite, Data, and Information Service (NESDIS)  
National Oceanographic Data Center (NODC)

Lead Web Developer for a NOAA line office consisting of programs offices, data centers and other related departments.

Contributing web developer for NOAA Visualization Laboratory (NVL) and National Oceanographic Data Center (NODC) and

Provide digital design and front-end web development services to a large constituency including subject matter experts, scientists, communication leads and content producers.

Work closely with communications teams and stakeholders to develop and implement effective content strategy, content management, and technical innovations that meet agency information dissemination objectives.

Design eye-catching, immersive, interactive desktop and mobile experiences using HTML5, XHTML, XML, AJAX, CSS3, JavaScript and Flash. This includes web pages, info-graphics, educational modules, widgets, maps and data-visualizations.

Design web graphics and multimedia using the full suite of Adobe Creative Cloud tools including Photoshop, Illustrator, Fireworks, After-Effects, Premier Pro, Flash and Dreamweaver.

Implement custom written jQuery and native JavaScript functionality or plugins to enhance User-Experience (UX) and Usability.

Use responsive/adaptive frameworks, Bootstrap and Foundation, CSS3 Media Queries, Polyfills and other techniques to create mobile-friendly websites.

Create site-wide video delivery systems using HTML5 video, YouTube API with legacy flash-video support.

Close-Caption video content for Section 508 compliance using Timed-Text XML, VTT or SRT

file formats.

Develop digital versions of publications and newsletters using Adobe Digital Publishing Suite, jQuery Mobile and html emails.

Maintain a rigorous adherence to Section 508-compliant coding and content delivery practices including close-captioning video, tagging PDFs for accessibility and offering alternate forms of content.

Design and present wireframes, conceptual mockups and working prototypes for new web projects based on established requirements.

Evaluate Usability, User Experience (UX) and relevance of new and existing web products using analytics, surveys, focus groups, unit tests and ongoing user-feedback loop.

Hand code cross-browser compatible, Section 508-Compliant, and W3C-Standard webpage markup.

Maintain a user-centered design approach by identifying top-tasks, user-profiles and navigation scenarios and designing and structuring architecture accordingly.

Re-design NESDIS web presence and using a mobile-first, responsive approach to embrace the Department of Commerce Digital Government Strategy.

Author and maintain large Cascading Style Sheets (CSS) with a focus on reusable building blocks.

Use LESS/SASS CSS preprocessors to achieve efficient CSS management, uniform look and feel, and minimized CSS files.

Bring 3d Visualizations to the browser using HTML5 Canvas, JavaScript and Flash with attention to reasonable file size, load-speed and ubiquitous browser compatibility.

Document established procedures, best practices and code bases by contributing to internal Wiki and code repository.

Stay abreast of emerging trends and techniques for web development and social media by following industry experts' online posts, tutorials and discussions.

Resolve phone, tablet or cross-browser rendering issues using the latest industry techniques and practices with an eye toward fully platform-agnostic websites.

Act as liason between technical and non-technical staff to translate technical concepts into understandable language with attention to audience.

Maintain and customize Content Management Systems (CMS) to streamline workflow and maintain large content repositories.

Create illustrations, banners, logos and visualizations using Adobe Illustrator, Photoshop, Fireworks, Autodesk 3ds MAX and Maya.

Write and design features, news and social media content with attention to audience, organizational identities and messaging.

Maintain integrity and accuracy of all published content via fact checking, copy editing and approval process.

Recommend and implement enhancements to site architecture, navigation and content taxonomies.

Provide technical support and mentorship in areas of user-interface design, web-standards, web-accessibility, Responsive Design and emerging technologies to line-office webmasters, content producers and designers.

Keep abreast of Federal, NOAA and DOC (Department of Commerce) policies, trends and best practices by maintaining membership in important groups and standing-meetings relating the areas of IT-Services, Communications, Science and Technology, and Data Visualization.

Initiate a 'Webmaster Summit' working group as a catalyst to increase the ubiquity of a common look and feel and a baseline for best practices in coding, design, accessibility and UX.

Design and refine intuitive user interface for the NOAA Visualization Laboratory's data imagery portal, NOAAView.

Utilize server and client side shell and PERL scripting techniques to enable automated content management.

Develop Social Media campaigns and Social Media integration techniques to maximize the reach of web content (Facebook, Twitter, YouTube, Flickr, Instagram, RSS and industry-specific Social Media)

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**Webmaster/Multimedia Designer November — September, 2008-April, 2009  
State Department Federal Credit Union, Alexandria. VA**

Webmaster for federal credit union intranet and Internet.

Refreshed website design and content using latest web-standard, accessible methods.

Contributed to design and content-strategy to a GEN-Y social media marketing campaign.

Added new flash promotions area to website using XML driven solution and ActionScript 3.0.

Created logos and brand identity designs for online consumer financial tools.

Interfaced with IT Department to implement branding within GUI of online consumer financial tools.

Created large-format content for all Credit union branch video screens using Adobe Creative Suite.

Transformed Photoshop mockups to pixel-perfect, table-less, CSS driven websites (PSD2XHTML)

Updated rates monthly, on home website and Andera financial website  
Create and maintain monthly website promotional material including web-banners and micro sites

Recommended redundant ways to publish sensitive rate-information to enhance accuracy using AJAX and XSLT.

Created 3d flash interface and secondary pages for the Credit Union's new GEN-Y website

Migrated credit union website content from table-based layout to web-standard XHTML prototype.

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**Webmaster/Content Developer/Graphic Designer — April, 2004-September, 2008**  
**The George Washington University, Washington, DC**  
**Graduate School of Education and Human Development**

Webmaster for large graduate school; designed and edited content; researched/implemented website upgrades; maintain WC3/508 compliance; CSS, SEO.

Published web content both within and outside established content management system.

Trained, supervised and coordinated interns and work-study employees in the use of a content management system.

Designed webpages, microsites, banners, menus, graphics as animated GIFs, SWFs, PNGs; optimized for publishing with attention to clarity and online render-time.

Implemented emerging web technologies and new functionality at the request of Dean's office, academic departments as well as by professional initiative.

Built dynamic web content including interactive flash video webinars and audio podcasts.

Interfaced with University Web Services; Information Systems & Services and Content Management System vendor on various projects and issues.

Designed publications, newsletters, brochures, posters and signage with adherence to enhanced navigability style, quality and brand.

Designed microsites, publications, newsletters, brochures, posters and signage with adherence to enhanced navigability style, quality and brand.

Shot photos and video of events and faculty/student profiles and encoded, close-captioned and adapted for publishing within the content management system, newsletter, and e-newsletter.

Designed complete website redesign adding new interactive functionality and enhanced navigability and user experience.

Redesigned newsletter from trifold tabloid into traditional four-color alumni magazine format.

Trained and supported the growth of key people at varying proficiencies in the web content management system to enhance drilldown content quality.

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**Graphic Designer/Account Associate — June, 2000-April, 2004**  
**The George Washington University, Washington, DC**  
**Office of University Relations**

Account executive in University Relations Advertising, servicing an internal client base spanning entire University academic and administrative community.

Designed and wrote copy for print advertising and marketing materials promoting University degree programs and events.

Managed traffic of advertising materials from production to publication in national publications and place radio and online advertising.

Ensured quality control of creative ad designs and copy to establish and maintain a uniform, recognizable image and brand.

Negotiated with local and national publications and media for discount contracts based on placement frequency and volume.

Wrote articles for faculty/staff newsletter, By George! and GW Magazines.

Established the capability of graphic design services at the University's in-house Advertising Agency, which introduced a new revenue stream.

Built enduring cost saving and strategic relationships with local and national media sales representatives.

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**Project Coordinator, Media Campaign Resource Center —1997-2000**  
**Anti-Tobacco Advertising Clearinghouse for Center for Disease Control**  
**Contract through Cygnus Corporation, Rockville, MD**

Sole point of contact for Center for Disease Control health related advertising clearinghouse.

Assisted health departments, educational institutions and government agencies nationwide in developing advertising campaigns.

Fulfilled requests for TV and Radio Public Service Announcements media as well as Print and Outdoor advertising materials.

Trafficked production for spot-tagging process for TV, Radio, Print and Outdoor advertising.

Tracked national usage of 30 and 60 second TV and radio advertising spots and assessed talent fees based on markets.

Performed all administrative duties including client database maintenance, materials inventory and cost recovery.

Produced 60-second radio spots for Ohio Department of Health-first ever, in-house production for the Resource Center.

Made high-quality outdoor advertising available to small health departments by initiating the recycling of used billboards.

Reliable as sole point of contact for a national clearinghouse receiving up to 50 calls for assistance daily

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**Procurement Assistant —1992-1996**  
**U.S. Department of Energy, Golden, CO**

Provided administrative support to government Contract Specialists and Contracting Officer Representatives in Federal government agency.

Researched, audited and evaluated contractor performance on completed federal energy contracts for closeout.

Wrote modifications to contracts using requisite contracting language and grasp of FAR.

Created a comprehensive and report-friendly contract database using Microsoft Access.

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**Junior Copywriter/Marketing Assistant —1992**  
**O'Connel Meier, Alexandria, VA**

Wrote and proofread copy for ads, brochures, media kits and direct mail.

Member of a team of copywriters and graphic designers brainstorming for advertising and direct marketing ideas.

Managed print media campaigns for major clients in a deadline-intensive environment.

Promoted from intern to Junior Copywriter in six months; eventually managed intern program.

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**EDUCATION AND TRAINING:**

West Virginia University, Bachelor of Science in Journalism,  
Major: Advertising, Minor: Business

George Washington University Department of Computer Science - continuing education in digital media and web-based programming

George Washington University Center for Professional Development, Graphic Design and Copyediting programs

Responsive Design: The Learning Tree

Digitalgov University Events and Webinars

Tech@State Conferences

**Web Technologies:**

HTML, XHTML, HTML-5, XML, AJAX, XSLT  
CSS2, CSS3

SASS/LESS - CSS Preprocessors

Apache Server Technologies (SSI, XSSI)

GNU/Linux

PERL, PHP, Python

jQuery and other JavaScript libraries

Flash ActionScript 3.0

Responsive/Adaptive Design

jQuery Mobile

MVC Frameworks

**Computer Programs:**

Adobe Creative Cloud

Autodesk 3D Studio MAX, Maya

Adobe Digital Publishing Suite, InDesign

MS Office

**Additional Skills:**

HTML5 Canvas

Photoshop to XHTML (PSD2XHTML)

Google Analytics, Google Adwords

USASearch Affiliate Program

Facebook Markup Language (FBML)

SEO Search Engine Optimization -Best practices in coding and page structure

Section 508-compliant markup practices

(Section 508(29 U.S.C. ' 794d) requires equal accessibility of electronic material to persons with disabilities)

Flash for Video

HTML-5 Video

Podcasting

Close-Captioning (Flash and HTML5)

Wordpress

Expression Engine and other PHP-based Content Management Systems

960 Grid System

YouTube Video API

Google Maps API

**Professional and personal references available upon request**