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# curriculum vitae

## profile

I am a highly creative and motivated individual whose experience has been multidisciplinary. Binding this scatter shot career are two things; technology and communication. A knack for rapidly grasping technological tools and a lifelong fascination with how tech moves those tools into the hands of the people, has set me on a path of constant learning. Yet, at the end of the day, the real goal is to communicate. Whether it is crafting readable code for the developer who follows me, working on making a user interface quick to comprehend, or emulating life by animating an illustration for an advertisement it is all about passing on information concisely, consistently, and with clarity.

My current career goals involve taking my skills to an organization that has a diverse portfolio of projects and a team whom I can learn from and, with humility, teach.

## experience

**Web & Systems Manager, Exclaim! Media**                                                 2007-Present

HTML, CSS, Javascript / JQuery, Object Oriented PHP, MySQL, Photoshop, Linux VM, Bash Scripting, Flash, ASP / ASP.NET, MS SQL

Working as the **core designer / developer** for exclaim.ca, I developed **three major iterations** of the **desktop site**, including moving from a proprietary **cms** to one I **built from scratch**. I led in the creation of a **mobile site** and later developed a subsequent iteration.

After handing off the conceptualizing of a concert site, I eventually managed the development via third party contractors of Concert Sherpa, **an iOS app and website**. A partnership between exclaim.ca and aux.tv (Blue Ant Media). Concert Sherpa started to lack focus in it's partnership iteration so I eventually integrated Concert Sherpa data into exclaim.ca.

I conceptualized the idea of giving bands a space on exclaim.ca though **a wordpress installation** to blog their tour adventures. I **designed many of the skins** that extended the bands and other sponsors branding to the look and feel of the blog.

Through **a multiplicity of banner ads and micro-sites**, I designed, created and extended properties and advertisements to provide various levels of integration **for advertisers**. Serving as **art director**, I supervised and developed the web properties for **Exclaim!'s** only exterior **advertising campaign**. I worked with the same team on the rebranding of Exclaim! Media, including it's first **logo redesign**. Also, I was an ongoing participant in the team that analyzed Exclaim! Media marketing through social media.

Also, I was a participant in the writing of **five successful grant applications** from OMDC and Bell Fund.

The fruit of this labour was seeing readership and brand awareness expand, such that, exclaim.ca's **advertising revenue grew by 2400%** .

## experience (con't)

**Technology Columnist. Exclaim! Magazine**  2005-2007

Word, Google Docs

Over the course of two years I **wrote a column** for the print version of **Exclaim! magazine**. The column focused on how **changing technology** affects peoples' lives and viewpoints. (http://exclaim.ca/Writers/dino_digiulio)

**Distribution Manager, Exclaim! Media**  2004-2007

Access Database

I **managed** Exclaim! magazine's **shipping network** and delivery drivers to service **hundreds of locations across Canada**. At various intervals I **co-ordinated special event delivery** to universities for frosh week and concert tours. The result of all of this was to **manage the print numbers** (as verified by yearly audits) so there were more then the benchmark number we chose for marketing to advertisers while not printing waste as shown in pickup numbers.

My frustration with the technology in place led to my best achievement in this role. I **built a modern relational database** and the forms, macros and interfaces to allow myself and future distribution managers the luxury of seeing a historical pickup rates (as reported by drivers) when judging how much to distribute to each location. This enabled us to cut **print waste by greater then 10%**.

**Freelance New Media Designer**  1999-2004

HTML, CSS, Javascript, Photoshop, Illustrator, InDesign, Final Cut Pro, Cubase, Flash

I worked on **many websites** for small business' and was subcontracted on various **multimedia projects** by a number of larger corporations. My client list included: Leo Burnett, Manulife Financial, US CPA Success, Rosco Magazine, Wavelength Magazine, Play De Record and Hot-House Creative.

**Musician & Audio Engineer**  1996-2004

Cubase

The group I worked with **wrote and recorded** 2 full lengths and 3 extended play releases. We toured through Canada and the U.S. with highlights including opening for international and national acts such as Ronnie Spector, The New Pornographers, and Mudhoney. I also served as **engineer and or producer** on numerous indie albums and demos.

## awards

**Black Pencil** (D&AD) for sound design on leoburnett.ca  2006
**Merit, Corporate Identity** (The Advertising & Design Club of Canada) for reginaldpike.com  2004

## education

Coursera: Learn to Program: The Fundamentals (for Python)  2012
iCourses Ottawa: Beginner iPhone Development Course  2011
York University: English Major  1995

## referrals

http://ca.linkedin.com/in/dinodigiulio/