

Kevin T. Boyd – Web Design & Production

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PROFILE

An award-winning Web designer, developer and producer with 10+ years of Web experience, who creates agile, iterative Web design products backed by articulate reasoning, customer feedback and user data. An inventive strategic thinker with a broad knowledge of Web and server technologies, who has succeeded in providing high-quality user experiences in large-scale, multi-site and application development. A calm customer service advocate, who respects diversity, promotes collaboration and relates well across functional teams.

Areas of expertise include:

Intelligent designs, informed by customer feedback & user data	Search engine optimization (SEO)	Agile, iterative UI/UX design for any scale, any business
Thumbnails, wireframes, user stories, flow charts, sitemaps, mockups & HTML prototypes	User-focused UI/UX prototyping, usability, accessibility, hand-coding, debugging & browser testing	Fast and sophisticated producer of Web sites & pages using Adobe Creative Suite, including Flash
Content management using WordPress, Drupal, Confluence, etc.	Newsletter publication & RSS, Web marketing & HTML email publishing	HTML/CSS development & implementation for Web & email
Web analytics & data-driven decisions	Web video & mobile Web	Content, subject matter & taxonomy

EXPERIENCE

Design Consulting – The Web Shaman

<http://thewebshaman.com/>

Owner

2011 – Present

Providing design services to individuals, businesses, government and non-profits

- Recent clients include **NASA, ShoreTel, Proformative.com, Sustainable Silicon Valley, StartupMonthly** and the **City of San Jose**

Stanford University School of Medicine

<http://med.stanford.edu/>

Manager, Web Support & Training

2009 – 2011

Managed technical support team to develop Web sites and support and train site owners and operators

Lead Web Designer

2000 – 2009

Architected, designed, produced and supported Web sites and prototyped Web software systems

- **Designed an inventive Web architecture for a top-ranked, award-winning mega-site** — Enabled central administration, consistent formatting, upgradability, and integration of static and data-driven content, resulting in first page rank in Google for "medical school" and #1 result for "school of medicine"
- **Empowered individual branding within a parent brand** — Gave 600 sites consistency and coherence
- **Created a site production process that saved money** — Streamlined workflow using Fireworks and Dreamweaver, reducing average cost per site by 75%
- **Produced 200 sites, and directed production of 400 more** — Supervised production and quality through full life cycle from client consultation to site launch
- **Improved engineering agility with prototypes** — Designed front ends for six systems in Java, ASP, Perl
- **Initiated and led Web Help service** — Managed Web technical support, hired and supervised staff of Web Help desk in a culture focused on providing the best customer support to Web site owners and users
- **Hired, supervised and mentored Web staff** — Recruited, trained, and supervised twelve temporary workers, and two regular full-time staff; consulted in hires of six regular staff positions

AWARDS

- **Award of Excellence in Electronic Communications**, Assn. of American Medical Colleges (AAMC)
- **Nominated for Amy J. Blue Award** by Stanford University, for “staff members who are exceptionally dedicated, supportive of colleagues and passionate about their work”
- **Nominated for Spirit Award** by Stanford Medicine colleagues, for employees who have “outstanding performance and demonstrate consistent dedication, initiative, motivation, positive attitude, and customer service to those they support and with whom they interact”

San Jose Mercury News

<http://mercurynews.com/>

Online Designer/Producer

January – June 2000

Designed and produced Web pages for Mercury Center, online edition of the Mercury News

Editorial Art Director

1994 – 2000

Directed Editorial Art Department in providing news graphics, illustrations and designs

- **Grew department to meet competition for visual excellence** — Advocated and implemented a newsroom reorganization expanding from eight to twelve; recruited and hired five full-timers and five interns
- **Created new ways of telling stories visually** — Overcame resistance to create and produce a unique and popular illustrated history format based on graphic novels, and published 14 examples
- **Improved quality** — Designed and implemented a graphic proofing process that reduced errors by 50%
- **Modernized publishing technology** — Installed Macintosh computers, storage, printers, networking, and implemented a digital archiving system that increased graphics output by 25%
- **Acted as a role model for visual journalism** — Reported, wrote, illustrated, and edited, providing full cycle technical production from inception to plate-ready negatives on no-excuses daily deadlines

AWARDS

- **Pulitzer Prize for General News Reporting**, Loma Prieta earthquake coverage
- **Silver Award**, Society of Newspaper Design (SND)
- **Second Place, Best Informational Graphic**, California Newspaper Publishers Association
- **Three Awards of Excellence**, SND

EDUCATION & TRAINING

Bachelor of Fine Arts (BFA), Design and Communication concentration, School of the Art Institute of Chicago
Managing @ Stanford – Management Essentials and **School of Medicine Supervisory Essentials** certified
Tribal Leadership Intensive 1 & 2 by CultureSync

PROFESSIONAL AFFILIATIONS

Professional and Technical Consultants Association (PATCA) – Member
Hacker Dojo – Member – A community center for hackers and thinkers
Startup Monthly – Volunteer Web Developer and program participant
Creative Cares – Matches creative professionals with organizations in need

<http://www.patca.org/>
<http://wiki.hackerdojo.com/>
<http://startupmonthly.org/>
<http://www.creativecares.org/>