

Blake Foss
Web Developer For Mobile Devices

“They say the internet has become too complex for simple solutions. They are wrong. The internet is really simple, but we insist on making it complicated.”

Because a web site or web based application is visible, it is easy to love great creative. Great technical, the engine that drives these sites, however, is invisible.

When there is synergy between creative and technical, the possibilities for what your website can achieve are limitless. When there is a gap between the groups, it can result in compromises that hinder the user experience and limit the website's usability, growth and potential across all viewing platforms.

The way that viewers interact with and access a web site is changing. Until recently, the only way to access the internet was via a desktop or notebook. The rapid uptake of tablet and mobile devices is changing how a web site or web based application should be developed.

The consumer experience is very different on a tablet than it is on legacy devices. Tablets have different browsing methodologies, different spacing between links, and different approaches to roll-over states. Tablet memory size can also lengthen load times and limit the viewer's experience.

My expertise is in providing fusion between the creative and the technical aspects of web site and web based application development to improve the user experience on tablet and mobile devices.

I have a unique background that includes both extensive experience in commercial art and design and a deep understanding of all aspects of web application development. This experience will allow me to work along side your creative and technical teams to enhance collaboration and drive desired results.

I look forward to discussing how I can help your team develop a mobile device web site that delivers intelligent web application development with an emphasis on business integration, usability and end user experience.

Overview and Principal Competencies

I have a unique background that includes extensive experience in web application development and commercial art and design, which has enabled me to provide a fusion between creative and technical. I have been involved in web development since 1996 and have worked with a range of clients including small businesses, government organizations and large international companies.

I have always taken a highly creative approach to web development and have an innate ability to identify and resolve complex technical issues. I have also been complimented for my ability to translate technical speak into plain English.

Career Highlights

- Emerged as a leader in usability and user interface design within Barclays Global Investors through the development of Rich Internet Applications and served as a founding member of their Usability Committee as well developing the first true Rich Internet Application using Flex into Barclays Global Investors.
- Lead developer on the first 3G telecommunications launch in Australia, Hutchison's 3 network.
- Lead Web Developer (contractor) at Healthiest you a San Francisco based start up. The site was in pre-launch state and I worked with the graphic designer to code the site look and feel that assisted the company in obtaining additional funding.
- Acknowledged by Crime Stoppers International for developing the world's first anonymous reporting of crime online in a secure environment.
- Worked on several Sydney 2000 Olympics related projects, The Olympic Security Command Center, The Sydney Olympic Ecology Program and created tools for the NSW Police to manage media releases and tracking of any situation that might have occurred during the 2000 Olympic Games.
- Developed inSite Content Management System that was used on over 35 web and intranet sites.
- Served as advisor for the New South Wales (NSW) Government on usage guidelines, and provided recommendations that led to the first major government department in NSW to use of ColdFusion for their web site and intranet.
- While with ASK Learning, a San Francisco based e-learning company, was able to work successfully with high profile clients such as Sony, Symantec and Cisco in a true global sense. The majority of my projects were Australia and Singapore based.
- Presenter at various conferences on such topics as; site statistics, migrating to a dynamic web site and content management systems.

Creative/Design

- Over 10 years experience within the advertising industry as a location photographer involved in all aspects of creative, from idea to execution.
- Skilled in facilitating communication between technical and creative teams.
- Ability to conceptualize a web site and work with designers to achieve the end result.
- Successful in designing and communicating the user interface to the graphic designers for web optimization.
- Able to work directly with the client to ensure their technical needs are serviced while managing client expectations.

Web Site/Application and Mobile Platform Development

- Adapting and optimizing legacy and new web sites to tablet standards.
- Rich Internet Application Development using HTML5, CSS3 and open source JavaScript libraries.
- ITIL Foundation Certified. ITIL is a series of standardized documents and practices to aid in the implementation of IT Service Management and Support.
- Strong understanding of web usability and accessibility principles and thorough knowledge of web programming methodologies.
- Skilled in site analysis, strategic planning and small and large implementations.
- Able to work with designers and HTML coders to ensure application code integrity.
- Experienced with custom developed content management systems and open source applications.
- Development technology focuses on cross platform and open source solutions as these technologies reduce the level of information incompatibilities that can occur and offer a greater range of options as well as reducing development times and increasing site expansion options.
- Experience with setting and working within guidelines, such as government and corporate standards.

Career Synopsis

Current	Consultant/Freelance Web Developer	<p>Services:</p> <ul style="list-style-type: none"> • Specializing in site optimization for mobile platforms. • Hybrid web based application development for iPad, iPhone and Android using PhoneGapKit and related open source tools. • Usability, User Interface and web accessibility consulting. • Web Site and Web Based Application Development using HTML5, CSS3 and jQuery. HTML standards, cross browser and mobile platform compatible. • Facilitate communication between the technical and creative. • ColdFusion development. • Open source platform integration. • Existing site analysis and ongoing strategic planning. • Resolve issues with existing web technologies and sites. • Implement web site push to live standards and include a strategic support platform.
2010	Lead Web Developer Healthiest You (contractor)	<ul style="list-style-type: none"> • Created HTML pages from designers mockups hooking into a Java back end using HTML, CSS and jQuery for client interaction. • Facilitate communication between the technical and creative. • Ensured that web based application was cross browser compatible and adhered to the WC3 and accessibility guidelines.
2009 - 2010	Freelance Web Developer	<p>Services:</p> <ul style="list-style-type: none"> • View current.
2006 - 2009	Barclays Global Investors Systems Development Engineer	<ul style="list-style-type: none"> • Founding member of the usability committee. • Emerged as a leader in interface design and development. • Core responsibilities are within the support team maintaining and extending existing ColdFusion based applications within GSS. • Developed first Rich Internet Application for internal use called Server AutoPackager using Flex and working with the Java Development Team for the back end.
2004 - 2005	ASK Learning San Francisco Office (Closed December 2008)	<ul style="list-style-type: none"> • ColdFusion developer managing and extending their in-house Learning Management System (LMS), Empower. • Clients included, Sony, HP, Harvey Norman (Best Buy of Australia), VERITAS/Symantec, EMC2 and Cisco. • Most projects were ColdFusion and Flash integration.
2004	Southern Nevada Water District, Las Vegas	<ul style="list-style-type: none"> • ColdFusion developer assigned to the Ground Water Management Project. • The application used Oracle 9i as the database. This required that we develop as much of the processing logic via SQL Queries and Stored Procedures.
2002 – 2003 Australia	NetX Interactive Senior ColdFusion Developer.	<ul style="list-style-type: none"> • Developed custom content management system for the first 3G Telecommunications launch in Australia, Hutchison Telecoms 3 • Managed team of ColdFusion developers as well as mentoring junior developers • All advertising and marketing was aimed at pushing people to the site for early registration before the actual launch. Within 1 hour we had over 10,000 registrations with no performance issues or downtime
2001 – 2003 Australia	Freelance Web Developer	<p>Direct Client list included:</p> <ul style="list-style-type: none"> • The Sydney 2000 Olympic Coordination Authority. • Sydney International Wine Competition. • Hot Buttered International. • The Department of Industrial Relations. • Department of Infrastructure Planning and Natural Resources.

1998 – 2001 Australia	NSW Police Service Internet Coordinator	<ul style="list-style-type: none">• Developed and managed the public web site creating a custom content management system that was used by many of the Police Stations across the state.• Developed and managed The Olympic Security Command Center and NSW Police Service Media web sites during the Sydney 200 Olympics.• Developed and managed Crime Stoppers NSW introducing the first secure online anonymous crime reporting system.• Was an advisor for the NSW Government on usage guidelines for all NSW based Government agencies.
1996 – 1998 Australia	Jinta Desert Art Gallery	<ul style="list-style-type: none">• Managed computer systems and painting databases. and started web development with my first web site for this company.
1993 – 1997 Australia	Freelance Photographer	Clients included: <ul style="list-style-type: none">• Caterpillar Equipment.• Eimco Mining Equipment.• Architectural firms and Magazines.• Advertising Agencies and Design Studios.

Core Skill Sets

ColdFusion	HTML 5 & CSS 3 (W3C standards)	Hybrid web based application development tools
jQuery Mobile	JavaScript libraries such as jQuery	PhoneGap Kit, X-Code and Eclipse integration
User interface design and consulting, wire framing and prototyping.		
Database development for Mobile Devices (SQLite)		
Hybrid web based application development for mobile devices using tools such as PhoneGapKit		
Site usability and accessibility consulting and design		
Open source CMS and blogging software integration		
Analyzing existing web sites to improve user experience		
WordPress and custom template integration and design		
Analyzing statistics to improve site understanding and flow		
Cross browser and backward compatibility development		
Video production from script to final editing and distribution (Additional information and samples upon request)		
Professional quality photography from pre-production to final distribution (Additional information and samples upon request)		

Online Resume

Web Developer

<http://www.division442.com>

Photography

<http://www.baronvonfossphotographer.com>

Personal Blog

<http://www.baronvonfoss.com>