

Bill Murphy

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Career Objectives & Skills

I have five years' experience working both as a web designer and developer as well as a client manager. Recently, I have been working as a freelance web designer. Previously, I have worked at a web design firm as well as “in house” for a single company. I am seeking to be employed full-time in either of those work environments.

While pursuing a master’s degree in Christian education, I have found that the creative and logical process involved in communicating through web design parallels and has enhanced the skills I have acquired in my graduate studies.

Web design challenges me to think non-linearly while presenting information. I also enjoy the technical, programming aspect coupled with the artistic aspect of a good web site’s user interface. I enjoy discovering clients needs and “wowing” them with designs that serve their needs and help them accomplish their goals. I have the patience and determination to wade through details in order to do a job right the first time.

Areas in which I am skilled are:

- making information more useable and accessible to people
- using graphic artistry in design to complement and communicate a web site's intended purpose
- programing in ASP & PHP to build dynamic, database driven web sites
- video editing and streaming media (Real Player and QuickTime)

Software I routinely use:

- Photoshop
- Dreamweaver
- Flash
- MS Access
- MS Word
- MS Powerpoint
- iMovie
- iDVD
- Final Cut Pro

Technologies in which I am skilled:

- HTML
- DHTML
- JavaScript
- ASP
- PHP
- mySQL
- SMIL
- Real Producer
- Real Server
- QuickTime

Education

Graduate: Dallas Theological Seminary, Dallas, TX
Master of Arts in Christian Education, 2001
Major: Youth Ministry

Undergraduate: University of Missouri, Columbia, MO
Bachelor of Educational Studies, 1994
School of Education
Department of Educational and Counseling Psychology
Emphasis: Religious Counseling

Vocational Experience

Web Designer/Web Programmer

Freelance & Bloom Technologies, Addison, TX

June, 2001 - Present

I have developed web sites for Bloom Technologies and as a freelancer, including:

- database driven recruiting site for a missions organization
- redesigned corporate informational site
- streaming media in Real Player and QuickTime
- e-commerce gaming store

Achievements with Bloom Technologies:

- www.bloomtechnologies.com: Within schedule, redesigned their corporate site to be positive representation of the company by clearly describing the various services that Bloom Technologies offers. The result was an attractive, usable site. Advanced features include: a Flash animation, DHTML navigational menus, and a design that incorporates their logo and a play on words of their name — Bloom.
- www.thevolunteerworkforce.com: Developed an informational site to promote this exciting concept for businesses and nonprofit organizations. Advanced features: streaming video in Real and QuickTime, Flash animation, and very usable graphical links that “remember” where you have been on the site.
- www.theseniormomentsgame.com: Designed an e-commerce site for a memory enhancing board game for senior adults and their caregivers. Incorporated a custom design, using bigstep.com shopping cart.

Achievements as Freelance Web Developer:

- www.caminternational.org: Redesigned their web site to be an effective tool for recruitment for missionary work. The site was featured at a recent missions conference on how to effectively recruit for missions work on the web. The site was programmed in PHP, using a MySQL database, featuring:
 - database driven missions opportunities listing, administrated by a custom web-based, back end admin tool for CAM International staff
 - highly usable back end admin tool was used by nontechnical office staff without instruction to add over 100 opportunities to the database during spare office time
 - web visitors can instantly and anonymously access complete info about any opportunity instead of waiting up to a week to get info via postal mail
 - web visitors can login and save opportunities for later and complete an online application during multiple sessions
 - online application is partially completed for the user automatically as he/she uses the web site, increasing usability for applicants
 - office staff's duties were streamlined by storing applicants' info in one online location
 - web site was featured at a recent missions conference on how to effectively recruit for missions work on the web

- www.libroscpc.com: Developed and designed a Spanish e-commerce bookstore for Christian Publications Center, a division of CAM International. Advanced features: Built on Intershop software, this store required me to build a custom user interface using the Intershop templating language (based on Perl). Consulted and trained retired personnel, who are running the store, to effectively use their e-commerce bookstore. Future plans include making the store front bilingual (Spanish & English).
- www.nhbc.net: Designed and developed a ministry web site for North Highlands Bible Church, using PHP script language and mySQL database. Advanced features: Extensive back office area for lay people to administrate and maintain current about their ministry area and events calendar. (Back office tours are available upon request.)
- www.obreroziel.com: Designed and developed a database driven site and extensive back office to allow volunteer personnel administrate the site structure and content. Advanced features: front end is optimized for older browsers (HTML 3.2) and slower connection speeds common in Latin America. The site runs entirely in PHP and mySQL. *Expected launch date: September, 2002.*

Webmaster/Web Designer

InfoTrain Solutions, Inc., Dallas, TX

March, 2000 - June, 2001

I was their lead web designer in their programming department and webmaster for their web site and others. I have developed:

- secure e-commerce sites including: software sales, online registrations, and discussion forums
- database driven administrative sites for easy, nontechnical maintenance of web site content
- streaming media for online training
- printed marketing brochures

Achievements:

- www.cdugna.org: Within schedule, redesigned their site to be a place for user group members to collaborate. I did this by producing an administrator controlled discussion forum, a members only area, and a simple, two-step online registration process for their annual conference (also maintainable by non-html savvy administrators).
- www.intellicadms.com: Developed an e-commerce site to allow for customers and repeat buyers to easily purchase software. Coordinated the acquisition of an Internet merchant account, real-time credit card processing, and secure server certificate for the client. Provided maintenance for the client's dedicated server through remote access software.
- www.infotrain.com: Redesigned their web site to be more usable and attractive. The site features software downloads, online class registrations, and a dynamic news area - all built in PHP.
- TrinityWeb (www.infotrain.com/trinityweb): Worked on a team designing the GUI of a browser-based report distribution application. I designed the graphics and opening Flash animation, and I contributed to the user interface design.

Web Designer/Client Manager

Imaginuity, Inc., Dallas, TX

February, 1999 - March, 2000

I was Imaginuity's web designer and client manager for the following web sites.

- Dallas Theological Seminary (www.dts.edu): Redesigned 90% of this 1500+ page site. The challenge was to make a huge amount of information manageable and accessible for a variety of users, specific to their needs. We succeeded and their site has reshaped the way many academic sites function and look. This site took my content management and information architect skills to a new level. The client has been very pleased with the redesign and Imaginuity has continued to service their site with a sizable maintenance contract.
- Pantego Bible Church (www.pantego.org): Developed an administrative area that allows multiple ministries within their church to maintain their own calendars for their ministry's web page. These calendars feed into a master church-wide calendar, which was the client's largest need since they had no centralized calendar for their church in print or on the web.
- Henry Blackaby Ministries (www.henryblackaby.com): Quickly developed an e-commerce site that tied into Amazon's associate program. During the rapid two-week development of this site, I became familiar with a new web programming language (Cold Fusion) and was able to "wow" the customer with the end results.

Web Intern/Webmaster

Dallas Theological Seminary, Dallas, TX

August, 1998 - July, 1999

I was initially hired as a web intern to help their web master develop the seminary's web site. After their web master's sudden resignation in February of 1999, I maintained the servers and continued to develop the site. When DTS decided to outsource their web site, I was "inherited" by Imaginuity (see above) to redesign a 1,500+ page web site for DTS.

Major Achievement:

- Leading seminaries redesigned their web sites shortly afterwards to function and look like DTS' new design. This new design features top-level links targeted toward specific people and their needs, in contrast to duplicating an academic catalog for users to sort through. Schools that have taken this approach after DTS include: Gordon Conwell Theological Seminary, Fuller Theological Seminary, Moody Bible College.

References

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More Info & Interaction

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