

Spencer Sundell

Web Developer

Email: Spencer.Sundell@gmail.com
Mobile: 206 330 4068
Home: 206 985 8384
Snail: PO Box 85331, Seattle, WA 98145

Overview

Technologies

Expert hand-coded XHTML and CSS
JavaScript & DHTML
Advanced PHP and MySQL
Database design and development
Photoshop and ImageReady
XML, with exposure to XSLT
Apache (including custom compiles), some IIS
Version control (Vault, VSS, CVS)
Windows, MacOS, Unix/Linux/Solaris

Contexts

Interface development for dynamic web apps
CMS development and integration
E-commerce development
LAMP system administration
Site design and IA
Technical support, documentation, and instruction
Research and development

Standards & Best Practices

XHTML Strict & Transitional, HTML 1.0 – 4.1
Real-world standards-compliant CSS
DOM
Accessibility: W3C/WCAG, Section 508, DDA
Search engine optimization (SEO)
Information Architecture and Taxonomies
MSCOM Web requirements (including MNP)
PBS Web requirements
Nintendo web standards & deployment procedures

Bonuses

Extensive agency experience
Detail oriented
Project and team management experience
Collaborative team player
Fast learner
Excellent writing skills
Video and audio production and engineering

Creating Web sites professionally since 1994, I have diverse, in-depth, real-world expertise in Web interface development and design integration, server-side programming, database design and implementation, information architecture, LAMP system administration, and writing and editorial for a broad range of audiences.

I have many years of experience working with dynamic Web sites and applications, crafting solutions that are modular and sensible, while minimizing complexity and code bloat. I have extensive agency experience, work well in both team and self-supervised contexts, am a fast learner, autodidactic by nature, collaborative by preference, deadline-driven, and I daresay rather personable.

My employers and clients have included design agencies, Fortune 500 companies, custom publishers, businesses big and small, internationally-known arts organizations, non-profits and community organizations, midwives, academics, and artists.

Additionally, I have extensive backgrounds in writing, journalism, research, PR, event producing, audio engineering, film/video production and programming, myriad genres of music, theater, and small press publishing – all of which, strangely enough, positively inform my capabilities as a Web developer and team collaborator.

Work History

Inline link URLs are also listed at end

January, 2004 – present

POP (Seattle, WA)

Senior Web Developer, July 2005 – present

Web Developer, June 2004 – July 2005

Contract Web Developer, January 2004 – June 2004

URL: www.pop.us

Extensive work on more than 65 sites

Selected Clients and Projects: [Emily's Chocolates](#), [Physio-Control](#) (Medtronic), [Hachette Book Group](#), Nintendo of America (numerous projects), [Yerba Buena Center for the Arts](#), [Roundhouse](#) (London), Microsoft Internet Explorer 7 Beta Product Tour, [The Planetary Society](#), [Oregon Shakespeare Festival](#), Safeco Insurance marketing extranet, [The Metropolitan Opera](#) (NYC), [Steppenwolf Theatre Company](#) (Chicago), [The Shakespeare Theatre](#) (Washington, DC), San Francisco Ballet, [Exploring Space: The Quest For Life](#) (PBS), [The Video Game Revolution](#) (PBS), Houston Symphony, Avande, Wales Millennium Centre, Seattle International Film Festival (SIFF), Meany Hall for the Performing Arts (Univ. of Washington), Real Networks, Seattle Opera, Seattle Symphony Orchestra, many more.

Awards Won: 2007 WebAward, Web Marketing Association, "Outstanding Website" for Yerba Buena Center for the Arts (YBCA).; **role:** web developer. 2005 [Webby Award](#), The People's Voice Award for Best Use of Sound or Music for [Zelda: the Minish Cap](#) (Nintendo); **role:** deployment engineer & development sys-admin. 2005 [Communication Arts Interactive Annual 11](#), Excellence: Business for [Teasophy](#); **role:** web developer.

Recent Projects:

- **Lettuce Entertain You** (*in-progress*) – All server-side and client-side development using the Drupal (v.5) site platform, including custom theme and module development, as well as integrations with Google Maps and Google Site Search (*née* Google Custom Search Business Edition).
- [Emily's Chocolates](#) – All client-side web development, integrating with the ZNode e-commerce engine.
- [Hachette Book Group](#) – Google Mini integrations for public and intranet sites, including section-based subcollections and XHTML-compliant XSL template development, customization, and integration.
- [Physio-Control \(Medtronic\)](#) – All client-side web development, integrating with Ektron CMS; also some low-level Ektron development.
- [Yerba Buena Center for the Arts](#) – All client-side web development for the primary site, as well as the more recent integration of subscriptions e-commerce using a POP-proprietary e-commerce engine (interfacing with the Tessitura Web API). The site is a 2007 Web Marketing Association award winner.
- [Sydney Opera House](#) – Google Mini integration and extensive SEO consultation/troubleshooting for site developed by a third party.

Daily responsibilities: Pixel-perfect client-side development and design integrations for .NET and LAMP web applications, including e-commerce, CMS tools and output, and static content. Also, HTML email promotions. • Hand coding of standards-compliant cross-browser XHTML, HTML, CSS, and JavaScript. • Graphics production and optimization, working from Photoshop master comps. • Close collaboration with designers, account directors, and IT. • Optimizing client-side code to minimize bloat and maximize speed and modularity, while ensuring compatibility and standards compliance. • Occasional basic first- and middle-tier .NET (C#) tinkering. • Site launch engineer. • "Last guard" for all things content and design related: editorial standards, consistency, et cetera, ad nauseam.

Additional responsibilities have included: New and maintenance site deployments. • Development of best practices. • R&D of emerging techniques and technologies. • Mentoring junior team members. • Supervision, management, and candidate screening of contract staff. • Technical documentation for internal and client consumption, including extensive contributions to the company's wiki.

Special projects and assignments have included: Evangelist for accessible web development. • Internal expert on Google Mini integrations (all versions). • Internal expert on HTML-email authoring for maximum compatibility (including Outlook 2007). • One year tenure as development sys-admin and deployment engineer for all Nintendo projects. • Interface and email template development for TMS Publisher, POP's proprietary mass email tool. • Introduction of sIFR dynamic font technology to the company. • Member of disaster planning work group.

2000 – 2005

Principal/President, Senior Developer
SUBLIMINAL MEDIA INC. (Seattle, WA)
 URL: www.subliminalmedia.net

Selected Clients: [Boys and Girls Clubs of America](#), [Washington Composers Forum](#), NOAA, The Flying Karamazov Brothers, Westwind Computing, In Inc. (now [Insight Creative](#)), The Culligan Group (now [Golden Lasso](#)), Butterworth-Heinemann / Focal Press, Town Hall Seattle, Lindal Cedar Homes, Parker LePla, many others.

Comprehensive Web development, design, hosting and system administrator services for design agencies, businesses, non-profit organizations, and artists. Also provided Internet technical consulting services, training and education, digital and streaming video production, writing and editorial services.

Duties included: Project management and client relations. • PHP and ASP (VB Script) programming. • Database design and development. • HTML and CSS authoring. • Information architecture. • Graphic production and design. • Contract staff management. • Hosted LAMP system administration.

2003 – 2007

Web Developer, System Administrator, Content Manager
SUN CITY GIRLS (Seattle, WA)
 URL: www.suncitygirls.com

The site includes a custom CMS-driven e-commerce system integrating directly with PayPal for final payment. The PHP-based system permits local storage of all customer records while eliminating costly secure e-commerce capability and security requirements, while also making the PayPal payment resolution as seamless as possible for customers.

Duties: All Web development, design, content development and general production tasks. • Periodic content updates. • Site and dynamic templates recently upgraded to table-free XHTML/CSS layouts.

April, 2003 – April, 2004

Webmaster, Online Community Moderator
SOUND NONVIOLENT OPPONENTS OF WAR (S.N.O.W. COALITION) (Seattle, WA)
 URL: www.snowcoalition.org

The SNOW Coalition is a non-profit decentralized, broad-based grass roots nonviolent peace activist network encompassing diverse organizations and citizens across the entire Puget Sound region.

My myriad responsibilities during a period of peak activity: Managing constant site updates. • Creation, moderation and subscriber support for over a dozen email lists and a message board, including coping with openly hostile “trolls.” • General technical support for a largely technophobic membership. • Serving in an advisory capacity to the coalition’s Coordinating Committee on all IT and Internet-related issues. • Responsible for all host management, system administration, liaison with the mailing list provider, and all related tasks.

2000

Producer, Director, Editor
SEATTLE POETRY FESTIVAL STREAMING VIDEO DOCUMENTATION (Seattle, WA)
 URL: www.poetryfestival.org [2000 video content deprecated – archived samples available upon request]

Reporting directly to the Festival’s Executive Director, I produced and directed 3-camera video documentation of all readings and performances at the Festival’s primary venue (On The Boards), delivered as streaming online video within 24 hours. I also performed all related Web site integration, updates, and archiving.

Duties included: DV production and post-production system design. • Equipment acquisition. • Management and supervision of the production staff. • Production and online publishing coordination with the venue, vendors, and the Festival’s ISP. • Creation and enforcement of post-production technical specifications. • NLE

video editing with Final Cut Pro. • Batch stream encoding. • All Web updates, including HTML, graphics production, and asset management.

1999 – present

Webmaster and Chief Dactyl, Lead Developer, Tech Support

SUBLIMINAL.ORG (Seattle, WA)

URL: www.subliminal.org

Selected Clients and Projects: [Midwives Association of Washington State](#), [Electroacoustic Music for Solo Flute](#), [Climax Golden Twins](#), [Sound Thinking: Eric Leonardson](#)

A community-oriented Web site providing low-cost or free Web presence for community groups, artists, and political speech.

Duties include: PHP programming. • Database design and administration. • HTML and JavaScript authoring. • Domain, hosting, and email administration. • Client technical support via phone and email. • Content development and editorial. • Et cetera.

1999 – 2000

CONTRACT WEB DEVELOPER (Seattle, WA)

Selected Clients: Seattle International Film Festival (1999), Nintendo of America, Fusion.Com (San Francisco), Parker LePla, Westwind Computing, Tractor Tavern, others.

Web development, interface implementations, video production, and technical consulting. The 1999 Seattle International Film Festival was a major project, for which I served as the producer, designer, HTML and Lasso coder. I supervised a DBA and Lasso programmer. I made substantial interface improvements to the purchase path, combining schedule browsing and ticket purchasing for the first time. The entire site, including CMS and sales resolution tools, was designed and built in less than a month. I also trained and supported the box office staff in use of the secure commerce tools.

1997 – 1999

Senior Web Developer, 1998 – 1999

Web Developer, 1997 – 1998

FLUENT COMMUNICATIONS (*née TPD Publishing*) (Seattle, WA)

Company no longer exists.

Selected Clients: Microsoft Corporation, Nintendo of America, Aon Corporation

A custom publisher offering Web, editorial, and print services to major corporate clients. I served as technical lead and project coordinator for several major Web projects for Microsoft and Nintendo of America, and performed HTML production for various other clients.

Responsibilities included: HTML, ASP and JavaScript coding. • Coordination and project management for technical project staff. • Liaison with internal senior staff and Clients. • Technical budget estimation. • Interface consultant to the design staff. • Internal staff training. • Project planning.

1996 – 1997

Chief HTML Production Specialist

PHOTODISC (Seattle, WA)

URL: www.photodisc.com [*deprecated*]

Company since acquired by Getty Images, Inc.

Daily duties included: HTML and graphics production to meet exceptionally high, print-grade design specifications in all 3.0/4.0 browsers for all e-commerce, promotional micro-sites, special projects, and the award-winning online magazine, *Design Mind*.

Also: Developed departmental HTML coding standards. • Created and maintained site file archiving procedures. • Advised viz. image optimization best practices. • Wrote user-help documentation and FAQs for e-commerce, two different online image search tools, and general site navigation. • Collaborated on UI development and implementation for improved site search and the prototype of the LightBox tool.

1996

CONTRACT WEB DEVELOPER (Seattle, WA)

Selected Clients: Microsoft Corporation, US West (now Qwest), Madge Networks, *Visual C++ Developers Journal*, Team Design (*now Methodologie*), Fusion Interactive (Seattle), and others.

Working independently and via contract agencies. Primarily HTML and graphics production, plus JavaScript.

1995

CONTRACT WEB DEVELOPER (Chicago, IL)

Selected Clients: World Book Encyclopedia, Playboy Online, the Padmasambhava Buddhist Center, Digital Video Artists, Saraswati Systems Corporation, Shoes for Crews.

1994 – 1995

Webmaster, Content Director, Consulting Services

TEZCAT.COM (*defunct*) (Chicago, IL)

URL: *Partial archive at: <http://web.archive.org/Web/19961219002946/http://www.tezcat.com>*

One of the very first ISPs in Chicago.

1994 – 1995

Sole Proprietor, Technical Director

TEZCAT ONLINE PUBLISHING (*defunct*) (Chicago, IL)

A pioneering online publisher, launched at a time when graphical browsers were just emerging. Projects included: *Chicago Soundwire* (online music magazine), The Octopus Archive (Web/FTP text archive), *SchØdinger's Radio* (e-zine), others. Clients included: The Rhinoceros Theatre Festival, Hot House (music venue), Chicago Filmmakers (non-profit cinemateque).

Education

2007

Conference: An Event Apart (Seattle, WA)

2005

Conference: Designing and Building with Ajax (Chicago, IL)
Adaptive Path

1997

Seminar: Information Design and Presentation. (Seattle, WA)
Edward Tufte

1997

Macromedia Director training (Seattle, WA)
Ivey-Seright

1993 – present

Self-directed ongoing studies in current and emerging Internet technologies, techniques, and programming languages.

1985 – 1987

Columbia College of Chicago (Chicago, IL)
Undergraduate studies in writing, filmmaking, and the humanities.

1983 – present

Self-directed ongoing studies in political science, modern history, film, and the performing arts.

URL Index

Inline URLs from above, for your offline reference.

POP Design + Technology

www.pop.us

Senior Web Developer

Physio-Control (Medtronic)

www.physio-control.com

All client-side web development integrating with the Ektron CMS

Roundhouse (London)

www.roundhouse.org.uk

(Initial development) Lead web developer (XHTML, CSS, graphics prod.), template creation, sIFR integration, accessibility compliance

The Metropolitan Opera (NYC)

www.metoperafamily.org

HTML, content updates, Google Mini R&D

Exploring Space: The Quest for Life (PBS)

www.pbs.org/exploringspace/

All HTML, CSS, and graphics prod.; PBS “widget” integration

Teasophy

www.teasophy.com

All initial HTML, CSS, and graphics prod. **ComArts Award Winner.**

Climax Golden Twins

www.climaxgoldentwins.com

All design, HTML, CSS, etc.; content dev and editorial; WordPress blog integration

Electroacoustic Music for Solo Flute

www.subliminal.org/flute/

All design, HTML, PHP and MySQL dev; research & content development

Emily’s Chocolates

www.emilyschocolates.com

All client-side web development integrating with the ZNode e-commerce engine

Sydney Opera House

www.sydneyoperahouse.com

Google Mini search integration and extensive SEO consultation & troubleshooting for third-party site

The Planetary Society

www.planetary.org

Tech lead, system design, lead PHP programmer, DBA, lead HTML dev, launch engineer, documentation, client tutoring

Steppenwolf Theatre Co. (Chicago)

www.steppenwolf.org

(Initial dev of current site) Tech lead, lead HTML, CSS, graphics prod., sIFR integration, launch engineer, Google Mini integration with custom DHTML enhancement

The Video Game Revolution (PBS)

www.pbs.org/kcts/videogamerevolution/

All HTML, CSS, and graphics prod.; PBS “widget” integration

Fitness Authority (Boys & Girls Clubs of America)

www.bgca.org/sportsauthority/

All ASP and MS-SQL programming, HTML, graphics production.

Subliminal Media Inc.

www.subliminalmedia.net

President and principal

Hachette Book Group

www.hachettebookgroupusa.com

Google Mini search integrations for their public and intranet sites, including section-based searches; all XSL template development

Yerba Buena Center for the Arts

www.ybca.org

Lead web developer (XHTML, CSS, graphics prod.), template creation. **Web Marketing Association award-winner.**

Oregon Shakespeare Festival

www.osfashland.org

Lead web developer (XHTML, CSS, graphics prod.), sIFR integration, editorial assistant

The Shakespeare Theatre (Washington, DC)

www.shakespearetheatre.org

Primary template creation (XHTML & CSS), sIFR integration

Houston Symphony

www.houstonsymphony.org

All HTML, CSS, and graphics prod.; launch engineer

Sun City Girls

www.suncitygirls.com

All design, XHTML, CSS, PHP, MySQL & e-commerce dev; editorial and content dev

Midwives Association of

Washington State (MAWS)

www.washingtonmidwives.org

All design, HTML, PHP

The Sprocket Society

www.sprocketsociety.org

Co-founder, lead film programmer; all web development, content creation and upkeep

Additional Work Experience, Interests, and Miscellany

- **Co-founder and lead film programmer** of The Sprocket Society, an old-fashioned film society devoted to presenting movie screenings for general and specialized audiences, typically with program notes that I research and write.
- **Theatrical film projection** (35mm, 16mm, multi-format video) at the Northwest Film Forum, Seattle, WA. (2004 – present)
- **Document retriever** and occasional **bibliographic researcher** for Research Solutions, Chico, CA. (2003 – 2004)
- **Assistant Director, Editor, Sound Recordist** for *Alex the Great*, an independent feature film shot on digital video. (2000)
- **Co-Producer, Director, Editor** for several industrial shorts and documentaries for commercial clients. (1999–2000)
- 10 years as an independent **professional audio engineer** specializing in medium-sized ensembles (5–10 performers), jazz, experimental/avant garde, folk and rock bands as well as theatrical and multimedia performance. (1986 – 1996)
- Nine years as an **independent producer** of concerts, music festivals, film screenings, and arts events in Chicago, IL. (1985 – 1996)
- **Technical Director and Assistant Publicist** at Club Lower Links, a legendary and influential Chicago venue featuring underground and alternative music of various genres, performance art, film, theater and literary arts. Responsibilities included **performance tech** (live and recorded sound, lighting, projection, etc.) for all performances, **archival recording** of music concerts, **stage managing**, compiling and writing most **press releases**, assisting with **media relations**, **poster and flier design**, and occasionally pitching in as bar back and bouncer. (1987 – 1990)
- **Performing member** of The Curious Theatre Branch (Chicago, IL), an award-winning independent company producing critically acclaimed original theatrical productions, funded in part by Federal and State arts grants. (1990 – 1992)
- **Producer and/or audio engineer** for various CD, vinyl, and cassette releases by bands and ensembles in various genres. *Titles available upon request.*
- 20-odd years as a **freelance writer, editor, and underground publisher** specializing in investigative journalism covering intelligence, national security, foreign policy, and corruption stories, as well as film, alternative culture, and fringe music. (1984 – present)
- 20 years as a regularly performing **musician and composer** working in multiple genres, including rock, folk, punk, experimental, and world music.
- **Sound designer** for theater, film, and performance art.
- **Assistant manager**, baristo, and/or cook at various Chicago-area coffee houses.
- **Director, founding Co-Producer: *The High School Student and You***, a public-access cable TV talk show produced entirely by Indianapolis-area high school students. (1983 – 1984)
- **Backstage crew and fly rail operator** for numerous productions by Indianapolis, IN area community and independent theater companies. (1979 – 1984)
- **Light construction** (residential and theatrical), house and interior **painting**.
- 16mm and Super 8 **film collecting**.
- **Book collecting**.