Courts Carter

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Summary

Twelve-plus years experience in applying a unique combination of business and technical skills to all phases of software development, as well as the application of a variety of creative skills including web design, graphics, digital animation, and photography. Adept in full software lifecycle management; from determination of user and operational requirements through the implementation of a technical solution including maintenance planning. Extensive hands-on experience in developing traditional and web-based client/server applications.

Experience

Freelance

2001-present

Graphic design, site architecture, and development (database and front-end) of web sites using Cold Fusion, Oracle, SQL Server, Access, Dreamweaver, Photoshop, and Illustrator. Motion graphics production with AfterEffects, Premiere, and Flash. Photography and illustration for print and the web.

Southern California Association of Governments (SCAG) site maintenance and enhancement. Developed surveys, site search, online newsletter, work request tracking system. Authored numerous Dreamweaver templates for support staff. Produced video and animations for presentations.

Full-functioned online catalog/store (including back-end administration and reporting) and mailing list management system (**Hard Candy**, **Digital Gravel**, **Urban Decay**, **David Heming**). Sites offer robust shopping cart, gift certificates, coupons, wish lists, account maintenance, email reminders, and full-text product searches.

Employed open-source tools (WordPress blog-ware, phpList mailing list management, Coppermine photo gallery, SMF forums, isearch search engine) for smaller budget sites (Kalipayan, **AmericanaTheBeautiful**, **Basic Flowers**, ModCom), customizing the tools as needed, including writing and distributing plug-ins.

Software game community site where users could exchange “game skins”. Included administration tools and on-the-fly image file format conversions.

Au pair and student exchange management system.

Other projects include photography and point-of-purchase signage for jewelry company; video, effects, and animation production for parks service; movie promotion website; assistant director on short film; presentation materials for television show proposal.

links:
Projects: pizzabytheslice.com/resume/projects.htm
Illustration and photography: pizzabytheslice.com/resume/projects-print.htm
Video and motion graphics: pizzabytheslice.com/resume/projects-film.htm

Manager Web Development

Z.com, Burbank, CA
2000-2001

Joined Idealab! online entertainment startup Z.com. Hired and managed graphic designers and web developers (ten people), designed and implemented numerous web sites (Cold Fusion, Oracle, Flash, Photoshop, and QuickTime VR), created administration tools and systems (including photo galleries and e-postcards), and managed production resources (researching and acquiring cameras, sound gear, and computer equipment for shooting, editing and encoding digital video).

Wore many, many hats in addition to typical site development including shooting video, meeting with talent to develop web strategy, and photo shoots and retouching.

Manager of Sales and Marketing Systems

Havas Interactive, Torrance, CA
1998-2000

Led a team of seven developers in delivering two decisive projects; one a sales datamart and the other a promotion tracking and reporting system. The datamart required interfaces to the corporation's financial systems, e-commerce site, and EDI sell-through data. Designed and supervised construction of a robust product database, a crucial dimension within the datamart.

The promotion system provided key performance indicators for determining the efficacy of the company's promotional expenditures. Internet-based system supported nation-wide sales force of forty.

Both systems emailed Crystal Info reports and activity monitoring alerts. Built using Cold Fusion and Centura Team Developer atop Oracle.

As company's data architect led design meetings and delivered data models for numerous development efforts outside of IT including multi-player Internet game sites, an educational curriculum management system, and a “push-cast” news service targeting educators.

Client/Server Project Lead

Broderbund Software, Novato, CA
1996-1998

Developed a consumer information repository used to generate lists for marketing campaigns. Managed a staff of five developers using Oracle RDBMS and Centura Team

Developer. System enabled marketing's direct-to-consumer group to coordinate their efforts by presenting a single marketing campaign schedule.

Designed databases for product development teams and marketing web sites. Designed Internet tools for capturing consumer questionnaire response data.

Project Lead

Industrial Light and Magic (a division of LucasFilm), San Rafael, CA
1996

Designed a digital asset management and project workflow management system streamlining motion picture special effects production.

Application Design Specialist

Paramount Pictures, Motion Picture Group, Hollywood, CA
1994-1996

Designed, coded, and installed the "Release Planning System" using SQL Windows and Sybase's RDBMS. The system enabled field managers to plan for the distribution of feature films and track penetration of Paramount's key markets. Also generated numerous previously unavailable executive-level reports. Established a row-level security scheme allowing managers to share information with their support staff while protecting sensitive data. Coordinated the synchronization of this data with a legacy DB2-based system.

Wrote extensive online help and led training classes for a hundred users located in five offices across the country.

Extended class libraries and made extensive use of stored procedures to enhance code re-use.

Maintained a system that prepared daily competitive market share summaries.

Senior Programmer /Analyst

Johnson and Johnson Advanced Behavioral Technologies
Santa Monica, CA
1990-1994

Wrote health risk assessment software for DOS and Windows. Coded in PASCAL, C/C++, and PowerBuilder running against SQL Server and Btrieve databases. Reduced development times and costs 50% by writing and documenting software libraries, and developing design standards. Created Access databases to manage these tasks.

Supervised and trained outside programming and testing consultants.
Managed quarterly software releases to over 400 clients. Maintained database of Software Change Requests to effectively prioritize and coordinate updates and software revisions.

Developed over 15 new applications and their promotional materials as technical analyst on a diverse design team. Through focus groups and direct interaction with customers assessed users' needs and wrote requirements for new software systems meeting priority market needs.

Systems Analyst/Programmer

GTE Finance Group/ Irving, TX
1989-1990

Designed, programmed, and documented a proprietary database system for generating GTE's forecasts and annual budgets. The program interfaced directly with Lotus1-2-3, both reading and writing worksheet files. Reduced file storage requirements by over 80% and processing time 50%.

Education

University of Kansas
Masters of Business Administration - marketing concentration,
Bachelors of Science Electrical Engineering - digital communications emphasis.

Tau Beta Pi (engineering honor society), Eta Kappa Nu (electrical engineering honor society), Dean's Honor Roll, Kansas State Scholar
Continuing education at UCLA

Skills

- Data modeling (database design). ERwin
- Database coding i.e. stored procedures, triggers, and data manipulation. Oracle, SQL Server, Sybase. Less usage: Access and mySQL
- Implementation with Cold Fusion, Centura, Powerbuilder, Javascript, C/C++. Less usage: Perl, PHP.
- Front-end graphic design. Photoshop, Illustrator, InDesign, Flash, Quicktime VR. Less usage: Painter, Dimensions, SoundForge
- Video. AfterEffects, Premiere Pro, FinalDraft
- Site design and architecture. Dreamweaver/Homesite, Visio, Acrobat, IIS and Apache.
- Photography. Video: Canon XL-1/GL-1, Stills: Nikon 990, Canon 20D