

# Mark Daugherty

**DIRECTOR OF ONLINE DEVELOPMENT / WEB ARCHITECT**

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## **PERSONAL STATEMENT**

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My focus includes information architecture, user interface design, usability consulting and project management of enterprise web application development. I use a combination of strong organizational, technical and people skills, fitting easily into work environments ranging from internet development to new media presentations. My background in digital media (audio, video, interactive) has greatly enhanced my ability to provide a complete internet development solution.

## **EXPERIENCE**

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**2/02-Present Academy of Art University San Francisco, CA**  
<http://www.academyart.edu/>

### **Director of Online Development**

- > Designed complete application framework, architecture and user interface design for a custom eLearning Delivery System at the Academy of Art University.
- > Developed online course structures, multimedia presentations and web-based content management/publishing prototype.
- > Managed a group of application engineers, interface designers, and media developers
- > AAU online courses went live in July of 2002 and are currently delivering over 700 art and design courses online.
- > <http://online.academyart.edu/>

**3/99-8/01 Young Presidents' Organization San Francisco, CA**  
<http://www.ypo.org/>

### **Project Lead / Web Architect**

- > Managed web development team in the design, development and deployment of a mission critical, web-based content management system and gateway web applications for the Young Presidents' Organization.
- > Developed information architecture schema for new YPO members gateway website, web applications and data structures.
- > Developed user interface designs for mission critical gateway web applications and provided usability testing for all applications.
- > Designed, developed and deployed enterprise level streaming media for all YPO media presentations.
- > Consulted on comprehensive technology platform transition for all business management systems, intranet/internet applications and data structures.
- > YPO is one of the largest peer organizations for Presidents and CEOs of companies worldwide. The current YPO membership is approximately 8,000 members worldwide with a combined total company worth of 3.2 billion dollars.

**7/97-3/99**      **Golden Gate University**      **San Francisco, CA**  
<http://www.ggu.edu/>

**Project Lead / Web Architect / Senior Instructional Designer**

- > Designed complete website architecture and user interface design for CyberCampus Online University at Golden Gate University.
- > Designed, developed, and deployed online course structures, multimedia presentations; and web-based content management/publishing prototype.
- > CyberCampus provides approximately 400 completely web-based WASC accredited courses to 5,000 students in 10 countries worldwide every year.
- > <http://cybercampus.ggu.edu/>

**8/95-7/97**      **San Francisco State University**      **San Francisco, CA**  
<http://www.sfsu.edu/>

**Digital Media Instructor**

- > Instructed SFSU faculty and staff members at the Center for the Enhancement of Teaching. CET is a technology training center for SFSU faculty and staff.
- > Instructed faculty and staff in variety of multimedia design/authoring concepts and digital video editing.
- > Instructed SFSU students in advanced multimedia development, motion graphics and digital compositing.
- > Provided administrative, developmental and technical support for CET and SFSU Information Arts Department.
- > <http://www.cet.sfsu.edu/>

**9/91-12/92**      **Sony Electronics USA**      **San Diego, CA**  
<http://www.sel.sony.com/>

**Multimedia/Graphic Designer**

- > Created internal multimedia presentations in a team collaborative utilized graphic and image manipulation tools, digital video, animation and interactive software.
- > Intensive problem solving and responsibilities in project management.

## **EDUCATION**

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1/92-1/95      **San Francisco State University**      **San Francisco, CA**  
<http://www.sfsu.edu/>

**Bachelor of Arts in Design and Industry**

<http://dai.sfsu.edu/>

- > Emphasis in graphic design, digital media, user interface design.

**Bachelor of Arts in Conceptual Information Arts**

<http://userwww.sfsu.edu/~infoarts/>

- > Emphasis in electronic technology concepts, internet-based content delivery and mediated information distribution.
- > Extensive studies in the conceptual applications of digital media.

## **TECHNOLOGY KNOWLEDGE**

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- > **Languages & Internet Protocols:** HTML, CSS, DHTML, CFML, JavaScript, Jscript, TCP/IP, LDAP, SMIL, XML, XSL
- > **Development Tools:** Macromedia Dreamweaver, Macromedia Cold Fusion Studio, Macromedia Homesite, Macromedia Flash, Macromedia Director, Adobe GoLive, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Adobe Premiere, Adobe AfterEffects, MS Visio, Equilibrium Debabalizer, QuarkXPress
- > **Operating Systems:** Win95, Win98, WinNT, WinNT Server, Win2000, Win2000 Server, Unix, Mac OS 9.1, Mac OS X
- > **Databases:** MS SQL Server, Lotus Notes, Filemaker Pro
- > **Web & Application Servers:** Windows 2000 Server, MS Internet Information Server option pak 4.0, MS Terminal Server, Macromedia Coldfusion Application Server, Netscape Enterprise Server, RealSystem Media Server 8.0

## **CERTIFICATIONS**

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- > Allaire Cold Fusion FastTrack Certification x2
- > Adobe ASN Developer Certification
- > SFSU Multimedia Studies Program Certification

## **SPEAKING ENGAGEMENTS**

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- > **Distance Education Conference**  
American Council on Education  
<http://www.acenet.edu/>  
San Francisco

Mark J. Daugherty (presenter/exhibitor)  
Web-based Educational Development Strategies

> **O'Reilly Publishing Conference**

O'Reilly Publishing  
<http://www.oreilly.com/>

San Francisco

Mark J. Daugherty (presenter)

Collaboration of Online Education and Publishing

Development strategies of web-based courses with O'Reilly online publishing resources

> **ECOMMERCE 98-Marketing for the next century**

San Francisco

Mark J. Daugherty (presenter/exhibitor)

Conference on High-Technology business, consumer applications, e-commerce securities, online financial services and online communities.

Conference presenters: Adobe, Apple Computer Inc., Oracle, Wellsfargo

> **Web Design and The Big Picture...**

Guest Lecturer, Honorarium

Golden Gate University

San Francisco

Mark J. Daugherty (guest speaker/instructor)

Web Development Tools and Strategies

**REFERENCES PROVIDED UPON REQUEST**