

## Experience

### Owner, Couloir Graphics

2002 – Present, Anchorage AK

Couloir Graphics is a design company founded in 2000. Employed as a full-time designer since 1996, I started the company to handle a growing number of requests for my independent work. Through Couloir Graphics, I have designed web sites for clients across the country ranging from artists and non-profit organizations to universities and corporations. In May of 2003, Couloir Graphics partnered with The Foraker Group to provide web development services to not-for-profits in Alaska. Through this partnership, Couloir Graphics and The Foraker Group have enabled Alaskan not-for-profits to acquire a highly functional, state-of-the-art web presence. Select sites developed by Couloir Graphics include:

**The Foraker Group** (<http://forakergroup.org>): A dynamic site featuring online registration for events, membership management, newsletter system, ecommerce and content management. Developed from the ground up using ColdFusion, Ajax, jQuery and CSS with a MySQL backend.

**Pick.Click.Give** (<http://pickclickgive.org>): A site that serves dual functionalities featuring: (A) content management for program overview materials and current program participants and (B) application system where users can apply online for the program. Data is verified by staff and once the application process is complete, data syncs with State of Alaska servers via an XML interface.

**Revelate Designs** (<http://revelatedesigns.com>): A complete customer relationship manager featuring ecommerce and a robust factory interface that tracks new orders, orders in production and shipped packages. Also features inventory plug-in that allows staff to custom split inventory so assigned amounts can be sold as retail or wholesale.

### Chief Web Developer / Graphic Designer, Geonorth LLC

1999 – 2002, Anchorage AK

Created design for web products, ColdFusion application development and print media.

### Head of Design and Production, TelAlaska

1998 – 1999, Anchorage AK

Web development and graphic design.

### Electronic Media Marketing Officer, Alaska USA FCU

1997 – 1998, Anchorage AK

Web development and graphic design for ATMs, kiosks, and other electronic media.

### Designer, Alaska Internet Marketing Inc.

1996 – 1997, Anchorage AK

Web development and graphic design for various Alaskan businesses.

## Education

### Bachelor of Arts, English, Virginia Polytechnic & State University

1995, Blacksburg VA

Dual emphasis in English and hypertextual constructions of language and literature.

## Select Web Design Projects

I have over 15 years of experience in developing and maintaining custom database applications. Select projects are listed below.

### Wordpress

- Alaska Anthropological Association: <http://www.alaskaanthropology.org>
- Alaska Historical Society: <http://alaskahistoricalsociety.org/>
- Alaska Marine: <http://www.akmarine.org> \*
- Alaska Youth Advocates: <http://www.akyouthadvocates.org> \*
- Covus Design: <http://covus-design.com>
- Western Mountaineering: <http://www.westernmountaineering.com/>

### Custom Coldfusion CMS

- PickClickGive: <http://www.pickclickgive.org> \*\*
- The Foraker Group: <http://www.forakergroup.org> \*
- Thread: <http://threadalaska.org> \*\*

### Custom PHP CMS

- Chugach National Forest Avalanche Information Center: <http://cnfaic.org>

### Custom Online Store Development

- Revelate Designs: <http://revelatedesigns.com> \*

### Mobile Application Development

- Pick.Click.Give. Mobile App: <http://www.pickclickgive.org/mobile/>

\* Design by Karen Larsen/Creative Space. (HTML/CSS by Couloir Graphics)

\*\* Design by The Nerland Agency. (HTML/CSS by Couloir Graphics)

## Select Custom Database Projects

### Foraker Group (2003-2015)

Forakergroup.org features event registration, membership management, newsletter system, ecommerce and content management. The site was developed using PHP, ColdFusion, Ajax, jQuery and CSS with a MySQL backend. Since launch the site has evolved into a complex web app that contains contact, calendar, member, newsletter, payment and product data as well as all web content. The database contains data for 18,500 calendar registrations, 3,500 contacts, 1,200 member organizations and 17,500 payments. All data can be searched and exported and custom reports can be generated for all portions of the site. The same database houses site content so all aspects of Foraker's web presence can be maintained from a single web interface.

## **Pick.Click.Give. (2008-2016)**

Pickclickgive.org is a web application that manages program materials and current program participants. The application system allows users to apply online for the program. Staff verifies data and once the application process is complete, data syncs with State of Alaska servers via an XML interface. In 2015 the application period successfully saw over 600 applicants in a 2-month window. The database also houses over 750,000 records of archived contribution data from the past 7 years. This is a completely custom application that was written from the group up using ColdFusion, Ajax, jQuery and CSS with a MySQL backend.

## **Alaska Anthropological Association (2014)**

This is a recently launched site that consists of 3 main components (1. basic Wordpress, 2. membership management plug-in, and 3. ecommerce plug-in). The Wordpress theme is a simple layout and design (no responsive template built in). The membership plug-in is a custom plug-in that allows users to select a level and pay for their yearly membership. This ties to the Wordpress users table so users can log in and view past payments etc. On the back end there is an additional database table of members and another of contributions so admin can view or search members and view past donations. Payments are collected using Stripe plug-in. The ecommerce module uses WooCommerce with Stripe for payment processing and an integrated dynamic prices module, which automatically lowers prices current members.

## **Foraker Time (2014)**

In 2014 Foraker contracted with me to create a custom time management and tracking solution that connected staff to their existing in-house members database. The application all users to input time and expenses and assign a code/hourly rate to each time entry. Every month admin runs a report that creates invoices that are mailed to partners. The site was developed using ColdFusion, Ajax, jQuery and CSS with a MySQL backend.

## **Revelate Designs (2011-2015)**

Revelatedesigns.com is a complete e-commerce and production manager featuring ecommerce and a robust factory interface designed to track new orders, production orders and shipped packages. The site features a complex inventory management system that tracks retail and wholesale and allows staff to custom split inventory so assigned amounts can be sold as retail or wholesale. All sales data is archived in the site administration area and sales reports are automatically generated every month for staff. Revelatedesigns.com uses a custom solution that filters users based on geographic location to minimize fraud potential. Customers from pre-approved countries that have a low risk of fraud are allowed to pay via Authorize.net whereas suspect customers are pushed through PayPal. Last year revelatedesigns.com processed over \$1.1 million in sales using this system. The site was developed using PHP, ColdFusion, Ajax, jQuery and CSS with a MySQL backend.

## **CNFAIC (2012)**

Chugach National Forest Avalanche Information Center staff is responsible for providing an avalanche advisory every day from November through April. I wrote a custom web app that allows staff to easily insert and edit the daily advisory in a manner that breaks up the advisory into key snippets targeted to a user base that uses the forecast to choose the safest destination for winter recreation. CNFAIC.org site sees an average of 15,000 visitors every weekend during the winter months. The site was developed using PHP, jQuery and CSS with a MySQL backend.

## **Alaska Salary and Benefits Survey (2010-2012)**

Working with Foraker staff and consultants I developed an online application process for users to participate in the Foraker Salary and Benefits Survey. The application allows users to create an account and fill out an 11-page salary and benefits survey. 2012 saw 147 participants use the online application. Once the application process was closed staff verified data using an administration tool. Once verification was complete all data was exported to Excel where custom reports were ran. The site was developed using ColdFusion and CSS with a MySQL backend.