

adam norwood

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EDUCATION

University of Texas at Austin
College of Fine Arts
BFA in Studio Arts, 2003
University Honors / College Scholar

DISTINCTIONS & AFFILIATIONS

National Society of
Collegiate Scholars

Rose Kadish Friedman
Presidential Scholarship

National Merit Commended Student
and National Honors Society

Member, ACM SIGGRAPH
Member, Arthouse Texas
Member, IxDA

TECHNICAL BACKGROUND

Deep-rooted knowledge of current and emerging web technology: HTML, CSS, JavaScript, jQuery, Flash, RDBMS (Oracle and MySQL), character encoding, XML, the DOM, web API's, streaming video, WordPress, Drupal, Apache, etc.

Demonstrated background in server-side scripting (PHP, Python, shell scripts, etc) as well as compiled languages and day-to-day coding practices like source version control (Git, Subversion, issue tracking).

Strong visual aesthetic with a passion for design, usability, and accessibility.

Expertise with graphics software, solid understanding of the fields of imaging and visual perception, information design and information architecture.

Expert knowledge of Windows, OS X, and Linux / Solaris / Unix systems.

PROFESSIONAL EXPERIENCE

University of Texas School of Law, Austin, Texas

Web Architect / Webmaster, 2007–Present
Web Designer, 2005–2007
Electronic Publications Specialist, 2004–2005

Oversaw the web presence for one of the nation's most prestigious law schools, closely following University guidelines, federal law, and industry standards to provide a semantically-structured, highly accessible, and attractive higher education web site. Work included the information architecture and code maintenance of over 3,000 pages as well as the creation of the "look and feel" of the site (including branding elements):

- Created dozens of standalone sites, coordinating with content contributors throughout the school. Developed web policy and standards guides and monitored analytics. Supervised a small team including a web designer and student workers.
- Integrated open source CMS's such as WordPress for better content federation and ease of updating. Created custom themes and plugins to meet the school's needs.
- Hand-coded database- and XML-driven web applications for in-house and public consumption. Created a successful web app for the iPhone as part of a larger push into mobile and social media outreach strategy. Advised others in the creation of the UT Law presence on social sites like Facebook, Twitter, and YouTube.
- Generated and manipulated design graphics, Flash animation, and photography for press releases, promotional material, and general use on the web and print.
- Assisted in other areas of IT, including training of staff, faculty and students, teaching classes, and end user technical support. Attended and presented at conferences (SXSWi, HighEdWeb, CALI Conference for Law School Computing).

MyDay.com / VDOSports.com, Tampa, Florida

Webmaster / Graphic Designer, 2000–2001

Helped established the web presence of a startup company operating in advanced speech transcription, streaming media, and telephony services. Created mockups of application interfaces and branding, working with the development team to implement the designs. Produced additional collateral for the sibling company VDOSports.com, an early user-contributed video-sharing and sports competition website.

iChat.com, Austin, Texas

Marketing Intern, 1998 (Freelance Contractor, 1998–2000)

Assisted in the creation of marketing collateral and web community content for the first Internet-based instant messaging company. Created Flash-based promotional animations and training materials for the company's major software products.

Freelance Web and Graphic Designer, Various Locations (1994–Present)

Web design, development, and print design for clients including Bleep Labs, The Comics Curmudgeon, The John Marshall Law School in Chicago, Hubbard/Birchler Studios, iChat/Acuity, and living.com, among others.