

# DALE J. CRUSE

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## GOAL

I am seeking a position that challenges me to creatively address online publishing dilemmas that appear when people create content. My goal is to better the web experience for all people, regardless of skill level or disability.

## VALUE OFFERED

For more than a decade I have been an extremely motivated and enthusiastic website developer focused on high-profile, accessible, web-standard compliant projects.

## PROFESSIONAL EXPERIENCE

### **Publisher – Drinks Are On Me**

September 2007 – present

Develop and publish weblog devoted to love of wine and food.

- [www.drinksareonme.net](http://www.drinksareonme.net) – Technologies used: Photoshop, XHTML, CSS, JavaScript, jQuery, WordPress, Google Analytics, RSS, Google Friend Connect, Amazon API, some PHP

### **Freelance Internet Developer**

August 2000 – present

Used web standards to develop websites for clients including:

- [www.foxconnect.com](http://www.foxconnect.com) – Technologies used: Photoshop, XHTML, CSS, JavaScript, jQuery, jQuery Tools, Magento, some PHP
- [www.virginmobileusa.com](http://www.virginmobileusa.com) – Technologies used: Photoshop, XHTML, CSS, JavaScript, jQuery, Google Analytics
- [www.athenahealth.com](http://www.athenahealth.com) – Technologies used: Photoshop, XHTML, CSS, JavaScript, jQuery
- [www.troquetboston.com](http://www.troquetboston.com) – Technologies used: Photoshop, XHTML, CSS, JavaScript, jQuery, OpenTable API, Google Maps, Google Analytics
- [www.crowdfusion.com](http://www.crowdfusion.com) – Technologies used: Photoshop, XHTML, CSS, JavaScript, Google Analytics, Google API
- [www.supereco.com](http://www.supereco.com) – Technologies used: Photoshop, XHTML, CSS, JavaScript, Google Analytics

- [www.correcte2.com](http://www.correcte2.com) – Technologies used: Photoshop, XHTML, CSS, JavaScript, jQuery, Google AdWords, Google Analytics
- [www.campharborviewfoundation.com](http://www.campharborviewfoundation.com) – Technologies used: Photoshop, XHTML, CSS
- [www.libertymutual.com](http://www.libertymutual.com) – Technologies used: Photoshop, XHTML, CSS, JavaScript, Mootools
- [www.law.msu.edu](http://www.law.msu.edu) – Technologies used: Photoshop, XHTML, CSS, JavaScript
- [www.mass.gov](http://www.mass.gov) – Technologies used: Photoshop, HTML, CSS, Interwoven TeamSite

### **Web Design Team Lead – Federal Reserve Bank of Boston**

August 2007 – October 2008 – Boston, MA

Led corporate Intranet redesign utilizing web standards, best practices, usability, and accessibility. Managed nine person web production and design team to completely transform how The Fed communicates internally electronically. Technologies used: Photoshop, XHTML, CSS, JavaScript, Dojo, Ajax, IBM WebSphere Portal, RSS, Interwoven TeamSite

### **Instructional Technology Project Manager – Houghton Mifflin**

October 2004 – December 2005 – Boston, MA

Organized all facets of the development and delivery of instructional technology for diverse students. Coordinated the development of content and media elements. First Houghton Mifflin site to utilize web standards. Work featured by Macromedia for outstanding web accessibility.

- [www.eduplace.com/rdg/sv](http://www.eduplace.com/rdg/sv) – Technologies used: Photoshop, XHTML, CSS, JavaScript

### **Front-End Developer – Knowledge Strategies Group**

December 1999 – July 2000 – New York, NY

Bloomington's website featured in Jeffrey Zeldman's book "Taking Your Talent To The Web."

### **Producer – CBS News.com**

April 1999 – November 1999 – New York, NY

Lead editor of SciTech section of highly trafficked broadcast news website. Produced high profile, timely news stories and interactive web elements within aggressive one-hour deadlines.

### **Public Affairs Specialist – U.S. Military Academy at West Point**

November 1998 – March 1999 – West Point, NY

Wrote and edited news articles for campus military newspaper and website. Named Outstanding U.S. Army Writer.

### **Public Affairs Specialist – U.S. Army**

May 1995 – October 1998 – Heidelberg, Germany

Wrote and edited news stories, press releases, and photos to the official U.S. Army website. Wrote, edited, published and distributed military newspaper to field troops. Photographer for then-President Bill Clinton during official visit to Bosnia and Croatia.

### **ADDITIONAL TECHNICAL SKILLS**

OS: Thorough knowledge of Macintosh, Windows, and Linux operating systems

Web page creation: Dreamweaver, BBEdit, Coda, Google WebMaster Tools

### **EDUCATION**

Ball State University, Muncie, IN – Symphonic Instruments Major, 1989–1993

### **PROFESSIONAL AFFILIATIONS**

- Boston Media Makers
- Style & Markup Society
- Web Innovators Group