



Jennifer A. Hays

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Web Developer/Analyst/Manager

IT professional seeks a challenging position in interactive web development using Web 2.0 methodologies.

Understands the relationship between web design, development, testing, maintenance, support and other factors involved in developing a complete interactive web site.

Able to work both independently and cooperatively. Disciplined, highly organized, and an analytical problem-solver. Able to competently handle multiple priorities and capable to meet tight deadlines. High-energy, self-motivated take-charge individual who is project and detail-oriented.

Technical Proficiencies

Tools: Adobe's Acrobat, Contribute, Dreamweaver, Flash, Fireworks, Freehand, Illustrator, ImageReady, Pagemaker, Photoshop, Premiere, Apple's QuickTime VR Authoring Studio, Banner, Blackboard, Cognos, Coldfusion Studio, Collage, Eclipse, LiveStats, Microsoft Office Suite (Word, Excel, Outlook, PowerPoint, Project), FrontPage, Publisher, Visio, Visual Studio, QuarkXPress, WebCT, WebTrends

Languages: ActionScript, ASP, C/C++, CFML, CGI, CSS, HTML, Java, JavaScript, JSP, OpenGL, Pascal, PHP, SQL, XML

Database: 4D, Access, SQL Server, Oracle

Servers: ColdFusion, Netscape Enterprise, Webstar

Platforms: Mac OS, UNIX, Windows '95/'98/NT/2000/XP/Vista

Professional Organizations: Association for Women in Computing, Minnesota Association for College Admission Counseling, Minnesota Association of Financial Aid Administrators, Twin Cities ColdFusion User's Group, Twin Cities Flash User's Group, Twin Cities Web Design and Standards Group, User Interface Engineering

Professional Experience

University of St. Thomas
Saint Paul/Minneapolis, MN USA
Senior Web Developer

November 2000 – June 2008

Designed, developed and maintained the Undergraduate Admissions, Financial Aid, and the Enrollment Services' web-based technologies and systems. This included market research,

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analysis, planning, organizing, prioritizing, delegating, designing, programming, testing, training, collaborating with university staff, faculty and students, team leadership and writing content.

From the Fall of 2001 to the Fall of 2004, I managed the University's School of Law Internet and Intranet web spaces.

This position challenged me in the most positive ways. It allowed me to improve and provide additional functionality that prospective and current students expect and demand of a University's web space.

Key Accomplishments

- Provided the necessary resources to recruit and develop a talented and diverse community of staff and students who are committed to leadership and service.
- Provided an environment where staff and students are challenged to develop themselves intellectually, personally and spiritually thus allowing them to remain life-long learners and morally responsible individuals.
- Provided an environment where staff and students can engage in civil and respectful dialogue that honors the University's Catholic tradition as well as being open to other traditions and viewpoints.
- Highly effective in managing and coordinating large volumes of work.
- Sole full-time employee charged with overseeing the University's Enrollment Services web spaces and numerous web applications.
- Able to coordinate the efforts of student web interns, many divisional staff (those that contributed design ideas and content as part of their positions) and in close collaboration with the central IT department.
- Able to manage web space complexity, size, number of applications, rate of change of information and the need to respond to numerous market conditions with no dedicated professional staff.
- Tremendously successful in recruiting, hiring, training and retaining an excellent staff of students. Gone far above and beyond expectation in my dedication to their training, professional development, recognition and providing opportunities for a successful experience.
- Extremely diligent in constantly evaluating the University's web spaces and applications. Sought the advice and knowledge of numerous marketing sources, industry research, peers and often organized and facilitated usability testing. Invited feedback and completed systematic and documented testing.
- Development and design skills are excellent. Constantly evaluating and updating my skills.
- Creative in acquiring resources to be able to keep the University's web sites functioning at a level expected by the University's users. This included fostering relationships with other designers and developers within the University who contributed to these applications and sites.
- Due to the continued expansion of the University's web space and web applications, created and directed the work of several web working teams within the division to keep the content, design and usage up-to-date.
- Always available and willing to put in whatever time necessary, anytime of day, any day of the week to ensure that upgrades were completed appropriately and the University's site was up and functioning at all times.
- Projects such as the task management system, personalized admissions application, VR campus tour, assets management system, admissions counselor map, majors/minors fact sheets, personalized newsletters, online financial aid calculator, personalized visit form, financial aid lender lists, Collage and LiquidMatrix content management systems, and personalized admissions event registration provided opportunities to further advance my skills as a developer and designer while maintaining excellence in service and commitment to users.

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- Project management skills are outstanding. Always followed best practices and plans, and used the latest process frameworks such as RUP and MSF.
- Coordinated, documented, tested, kept projects on time and was fiscally responsible.
- Consistently evaluated projects, analyzed successes and failures and learned from them. Additionally, expecting the same type of project work from student staff as well as divisional team members.
- Consistent, concise and professional in my role as project manager and enjoyed constant project successes.
- Projects such as the Life as a Tommie blogs and personalized landing sites, personalized event registration, admissions faculty phonathon, assets gallery, web analytics, Intranet, technical training, photo shoots, banner ads, Wiki, webcasts, Top Ten Reasons to Visit UST, Portal, usability, and IM provided opportunities to further advance my skills as an effective project manager by reaching targeted goals on time and within budget.

Metropolitan State University

January 1999 – November 2000

Saint Paul, MN USA

Web Analyst

Designed, developed and implemented Metro State's web-based technologies and systems. Maintained and managed web site servers and existing web information and technologies (Internet & Intranet). Assisted faculty with the design and development of online courses and personal web pages. Worked with IT web development team to develop tools, programs and interfaces that update, link and convert information for web site servers from on-campus and MnSCU (Minnesota State Colleges and Universities) databases. Provided support and training for all web server systems to address the needs and requirements of students, faculty and staff. Directly supervised projects assigned to the web analyst assistant interns and the database & web support specialist.

Minneapolis College of Art and Design

December 1994 – February 1997

Minneapolis, MN USA

Database Manager and Development Office Coordinator

Liaison between users and information systems director for efficient and effective database operations and applications. Created the first technical users manual. Developed and maintained database policies and procedures. Developed and coordinated database user management sessions. Trained users on database usage and techniques. Hired and supervised database support staff. Assisted in the management of departmental budgets, annual campaign projects and grant proposals.

Volunteer Organizations

Minnesota Association for College Admission Counseling (MACAC)

June 2002 – February 2008

Saint Paul, MN USA

Webmaster

Technology Committee Member

Developed and implemented current web-based technologies and systems. Provided technical support and guidance to technology committee regarding the future of the organizations Internet & Intranet sites. I received MACAC's "2004 Rising Star" award.

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The Cathedral of Saint Paul
Saint Paul, MN USA
Webmaster
Web Committee Member

February 2003 – April 2004

Designed, developed, and implemented the Cathedral's web-based technologies and systems. Provided technical support and guidance to the web committee.

Educational Experience

University of St. Thomas, Saint Paul/Minneapolis, MN USA
Masters of Software Systems (M.S.S.);
Graduate Programs in Software Engineering
Opus College of Business, 2007 graduate

Metropolitan State University, Saint Paul/Minneapolis, MN USA
Bachelor of Arts (B.A.), Individualized;
Major Computer Science and Film/Video, 1998 graduate

Henry Sibley High School, Mendota Heights, MN USA, 1985 graduate

Personal Information

Nationality: United States

Birthdate: 06 September 1966, St. Paul, MN USA

Gender: Female

Marital Status: Married

Language: English, German (beginning level of fluency)

Interests: Dance, Reading, Screenwriting, Filmmaking, Gardening

References and letters of recommendation available upon request.