

# MATTHEW RODRIGUEZ

## WEB / PROJECT MANAGER

### OBJECTIVE

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Expert in the design and delivery of cost effective, high-performance web applications and solutions to address complex business problems. Extensive qualification in all facets of project life cycle, from initial feasibility analysis and conceptual design through documentation, implementation, user training and enhancement. Strong design and technical background with a proven ability to build and manage creative, highly skilled, diverse teams.

### SUMMARY OF QUALIFICATIONS

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- Certified Project Manager University of Texas Austin /APMI
- Certified Supervisor University of Texas Austin
- Expert in Large Scale Web Management and Content Management Systems
- Customer Service
- Project Management
- Team Building
- Internet Business Modeling
- Management Experience
- Budgeting Requirements
- Developing New Policies and Procedures
- Setting and Maintaining Initiatives
- User Interface Design
- Graphic Design Concepts
- SEO, SEM and SES
- Extensive Training in Federal Section 508 Compliance

### PROFESSIONAL EXPERIENCE

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**2004 – Present University of Texas Austin Austin, TX**

#### **Web Services Manager**

- Maintains the largest web portfolio at The University of Texas at 68 individual Web sites.
- Managed from inception to completion, a college wide Content Management System which decreased resources latency and increased foot traffic by 35% over all.
- Increased web site use in the CMS, in an involuntary environment, to 95% college wide.
- Manages Designers, Database Administrator and Jr. Level Designer's work performance.
- Manages new web and application development within the College.
- Set standards for time management and project work flows.
- Manages yearly budget allowances for departmental staff and projects.
- Customer service liaison between Deans, Chairs, Directors and other high level faculty and staff for web application and development.
- Responsible for converting many paper processes to a "paper-less" processes.
- Managed from inception to completion, a Staff Directory/Authorization application unique to the college.
- Reorganized the Web Services Department to include media rich services.

### **Webmaster**

- Webmaster for Technology Resources for Employee and Campus Services (TRECS).
- Responsible for over all design and Web direction for TRECS.
- Manage Jr. Level designer's work performance.
- Manage new development within the TRECS Web portfolio.
- Manage new and current projects and assigning work flow.
- Report to Associate Director for TRECS Technical Development.
- Design, develop and maintain 27 Websites.
- Increased revenue generating sites productivity by 20% within one year of being live.

### **Web Designer**

- Designed, developed and maintained Web pages under Technology Resources for Employee and Campus Services (TRECS) department for the University of Texas Austin.
- Lead interface designer for ground breaking Web development sites.
- Extensive training in ADA Web accessibilities and Website development.
- Worked 27 Websites under TRECS portfolio for University.
- Developed relations with departments to help maintain "up to date" Web pages.
- Consulted on many other university projects concerning department branding, logo design and overall department look and feel.
- Set up and maintained Apache/MySQL/PHP Web servers on local machines and with in TRECS domain.

### **2003 – 2004 Corvette Palace**

**Austin, TX**

#### **Director of E-Commerce/ Lead Developer, Designer, Master**

- Design, implement, and re-configure Website for internet sales of vehicles.
- Increased Website revenue 50% through e-commerce marketing tactics.
- Design graphic portrait for client's persona.
- Implemented "Message Board" to enhance Websites functionality.
- Provide online marketing solutions based on business' model, full cycle.
- Advanced PHP/MySQL, JavaScript, CSS and HTML use in Website implementation.
- Increased overall site integrity and visibility from 600 hits a day to 1500.
- Manage all internet accounts and pay sites.
- Set up internet business plan.
- Hire new employees.
- Optimize Website use for search engine ranking.
- Maintain virtual Web server and intranet for Corvette Palace, LAMP.
- Developed new display concepts and techniques for all vehicles.

### **2001 – 2004 Soomo Design Studio**

**Austin, TX**

#### **Web Manager**

- Design, implement, and configure Web services for clients based on needs.
- Design and build Websites, custom applications and graphics.
- Logo, Print and Web graphic services.
- Design graphic portrait for client's persona.
- Provide online marketing solutions based on client's business model. Maintain Web server and administration services for clients.
- Basic PHP/MySQL, .NET Framework 1.1, SQL and Flash Actionscript.

**2001 – 2002 San Francisco State University Foreign Language Lab      San Francisco, CA**

**Assistant director, Webmaster, System Administrator**

- Maintain integrity of lab computers and network stability
- Webmaster for the Foreign Language Multimedia Lab.
- Design and implement Web content using PHP, MySQL and Apache.
- Set up online audio and video for student and faculty use.
- Maintained multimedia stations for the lab
- Senior consultant for design hardware and software for the foreign language lab.
- Compile and write bid proposals for items needed for lab and multimedia station.

**EDUCATION**

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1996 - 2001      University of North Texas      Denton, TX  
*BA Art, Minor Computer Science*

**ORGANIZATIONS**

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Member Austin Web Standards Committee

Member Knowability ADA training group, Web Standards Group, AIGA Austin Chapter

Member PHP Users Group University of Texas Austin

**KNOWLEDGE**

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- Customer Service
- osCommerce and ProStores
- MS Project
- LAMP configurations
- PHP 5.0, JavaScript and XHTML
- Section 508 Web Accessibility
- Oracle 10g, MySQL 5.0 and MSSQL
- Mac OSX, 9x.
- Macromedia and Adobe suites
- Win 9x, NT Server and XP Pro
- Network integration, switches, hubs, VPN and TCP/IP
- Microsoft Exchange Server, Terminal Server applications