

Zoe Fraade-Blanar

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Summary

Creative and knowledgeable Technology Consultant with a varied arts and engineering background. Experienced in website development and management for a variety of domestic and international clients.

Applications and Skills

Website Production: Website requirements, information architecture, workflows, wireframes, graphical interface design, Section 508 compliance, and usability testing. **Content Management:** Coding for a wide range of CMS's, CSS layout, content editing, and technical documentation

<i>PHP</i>	<i>HTML</i>	<i>Photoshop</i>	<i>Audacity</i>	<i>Windows, Mac,</i>
<i>Processing (Java)</i>	<i>XML</i>	<i>Dreamweaver</i>	<i>Fireworks</i>	<i>and Unix</i>
<i>Pure Data (PD)</i>	<i>CSS</i>	<i>Premier</i>	<i>Visio</i>	<i>platforms</i>
<i>Arduino</i>	<i>UML</i>	<i>Flash</i>	<i>Microsoft Office</i>	
	<i>SQL</i>	<i>After Effects</i>		

Education

<i>Fall 2008- Present</i>	Tisch School of the Arts, New York University	Master of Professional Studies, Interactive Telecommunications Program
<i>Jan - Jun 2004</i>	Brunel University, London, UK	Visiting Researcher, Human Computer Interaction
<i>1998-2002</i>	The Johns Hopkins University	Bachelor of Arts, Computer Science
<i>1998-2002</i>	Maryland Institute, College of Art	Minor, Digital Animation

Web Production Experience

<i>2004-Present</i>	BinarySpark Consulting <i>New York, NY - Consultant</i> Recent BinarySpark Projects:
<i>2006-2007</i>	NASD (Now FINRA) <i>Washington, DC - Web Producer</i> <ul style="list-style-type: none">• Collaborated in supervising all online aspects of the company-wide merger with the regulatory branch of the New York Stock Exchange. Challenges included absorption of all regulatory site materials, re-branding of all content, and complete site re-architecture and redesign.• High-volume production for the 20,000-page financial website and sub-sites. Created and edited content, press releases, and graphics as part of the web team.

2005

Kingdom of Thailand, Ministry of the Interior, Department of Natural Disaster Prevention and Mitigation

Bangkok, Thailand - Interface Designer

- Developed site architecture and design for English-language websites to deal with post-Tsunami public information, relief efforts, and future disaster preparation.

2004-2005

The United States Department of Labor

Washington, DC - Information Architect

- Created workflows for user processes, wireframe layouts, and graphical design for site pages of new financial grants system.
- Acted as User Advocate to ensure project's Section 508 compliance.

Other Recent BinarySpark Clients:

American Assoc. for Higher Edu.	Center for Dispute Settlement	Hej Hej DJ Collective
National Stonewall Democrats	Gallaudet University	Conatum
The Baltimore Jewish Times	Maryland School for the Blind	US Postal Service
The Alexander Lowen Foundation	Crinkles Children's Magazine	Bioenergetics Press
	SE Consulting LLC	IFES

2003-2004

eBay Giving Assistant, Points of Light Foundation

Washington, DC - Webmaster

- Created storyboards, wireframe layouts, and user interfaces for the eBay Giving Assistant, the Giving Works charity tool of the eBay auction website.
- Acted as main liaison between clients, developers, and graphic designers, and created all design documentation, update protocols, and style guides for project.
- Managed all corporate websites' content and graphics.

2002-2003

Roanoke Technology Corporation

Washington, DC - Lead Interface Designer

- Supervised the creation of software and client eCommerce websites and templates, and designed promotional websites, graphics, email layouts, and client marketing materials.
- Webmastered daily site content updates for all corporate and client websites.

2001-2002

The Hubble Space Telescope (NASA/Space Telescope Science Institute)

Baltimore, MD - Interface Designer

- Generated page concept design, graphics, and icons for general look and feel of new Space Telescope Science Institute front door portal and affiliate pages.
- Administered ongoing usability and accessibility (508 Compliance) testing.

Additional Experience

2007-Present

Squishable.com

New York, NY - Founder and Co-Owner

- Founded Asian-imports business focused on adorable, oversized stuffed animals. Responsible for the day-to-day advertising and administrative operations.
- Designed and implemented website and all creative materials.

2004

The British Broadcasting Company (BBC)

London, UK - Production Assistant

- Created props and sets for BBC Children's programming and provided on-set support for actors and other studio personnel.
- Transcribed, edited, and archived scripts and music used during production.

1999-2000

HopBooks.com

Baltimore, MD - Founder and Co-Owner

- Founded online college bookstore to provide textbooks and other course-specific materials to Johns Hopkins University students.

Other Affiliations

DCFUD.com Editor of a popular blog devoted to food and dining in the DC area and Supervisor for a rotating cast of volunteer writers.

National Ski Patrol WEC-Certified Alpine Patroller (1995-present).

Portfolio Available at <http://www.BinarySpark.com>

References Available Upon Request