Louis Byrd III

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Portfolio – http://essex.sat.iit.edu/byrd/portfolio2#

Summary

Photojournalist and Web designer, web developer, social media developer, internet marketing and communications development, 14 years of experience in media industry, with 3 years of experience in social media community management, over 10 years background experience in photojournalism, print, writing, desktop publishing and broadcast production. Exposure to working with the latest technology, cutting edge web technologies, focus on user experience, understanding the ecosystem of the web, social media, modern web development experience and cross platform browser technologies.

Summary of Qualifications

- Working in standards based HTML5 and CSS3 front end web development , Javascript/jQuery UI development.
- PHP4+ and Ruby on Rails 3.0+ Back end development utilizing MySQL & SQLite.
- Exposure to web analytics, web programming, mobile concepts
- Experience and exposure to modern development frameworks and MVC web application architecture
- Ability to analyze a problem space and develop prototypes and application solutions
- Work with multiple clients and industries to usability test mockups, user analysis
- Designing, user-testing, producing, quality analysis of websites
- Search engine optimization,

Technical Skills

Web Application Development **Tools & Technologies**	HTML, HTML5, CSS2, CSS3, PHP4+ , Javascript, JQuery Framework, Netbeans IDE, JetBrains RubyMine IDE, Text Editors, Apache Server, Wordpress, Ruby on Rails 3.1, Adobe Dreamweaver CS3,4,5, Adobe Fireworks CS5/cs6, Utility applications,
Operating Systems	Windows 95-7, Mac OSX
Scripting Languages	HTML, Javascript, Shell Scripting
Databases	MySQL
Programming Languages	PHP, Javascript, Ruby
Software Applications	MS Office 2000/2003/2007, Adobe Creative Suite CS4,5,6, Adobe Lightroom 3, OpenOffice 3.3,
Certifications	CIW Site Development Associate; Illinois Institute of Technology Master Certificate in Web Design and Application Development
Design Software	Adobe Fireworks CS5, Photoshop CS4,5, other design software

PROFESSIONAL EXPERIENCE:

Student, Illinois Institute of Technology   **2011-2012**
Information Technology and Management, Chicago, IL
Master Certificate in Web Development

Completed courses:
Front End Web Development Technologies and Methods
Server Side Web Development Technologies and Methods
Rich Internet Application Development

iRock Jazz.com, Chicago, Illinois   **2011-present**
Photographer and Webmaster,

I shoot with a team of photographers that cover jazz artists, concerts, and other jazz related events locally here in Chicago and across the country. I am also responsible for maintaining and updating the iRock Jazz website with photos, video and articles. http://www.irockjazz.com

LAWYERS LEND A HAND/CHICAGO BAR ASSOCIATION, Chicago, Illinois   **2011-2012**
Web Developer Intern,

Lawyers Lend a Hand

Updated and made changes in LAH website content using their CMS. Also updated and maintained organization mailing lists in addition to corresponding with organization volunteers, donor, and grant recipients, utilizing Constant Contact. Currently designing and developing an updated website for the organization using the Wordpress platform.
http://www.lawyerslendahand.org

Chicago Bar Association

Set up and monitored daily live webcasts of law committee meetings and CLE (Continuing Legal Education) workshops. Edited webcast video recordings of law committee meetings and workshops. Edited videos were posted to the CBA website as a video on demand feature for Chicago Bar Association members. http://www.chicagobar.org

Achievements

- ⚘ Successfully recorded, converted, edited and formatted 15 live webcasts into video to be used as video on demand for the CBA website

- ⚘ Successfully completed assessment of current LAH website and initial ideation, rough sketches, wireframes and hi-fi mockups for a new Wordpress based website. Also identified several Wordpress themes to serve as basis for redesign

Tools, Knowledge and Skills

- HTML, CSS, Content Management System, Firefox, Chrome web browsers

- Adobe Premiere Pro CS4, Adobe Fireworks CS4,cs5, cs6, Wordpress, Netbeans IDE, JetBrains RubyMine IDE, Adobe Photoshop CS5, CS6

Louis Byrd Photography, Chicago, Illinois 1996-2012
Freelance Photographer, Journalist

Covered various news, feature, and entertainment stories as freelance photographer for several local newspapers and magazines. Provides promotional, special event, and public relations photography for various media outlets, businesses, and non-profit organizations. Organized and maintained photo files for N'Digo Magapaper.

- Served as photographer for the Chicago Defender and N'Digo Magapaper
- Served as photographer for the Chicago Reporter Magazine
- Served as photo editor and principal photographer for Cachet Magazine.
- Held responsibility for assigning photographers for various photo coverages and editing photographs for publication.
- Wrote society, media, and entertainment column, "Byrd Heard It!" for Cachet Magazine and CABJ Chronicle newsletter.
- Authored weekly community news and event column "N' The Know" for N'Digo Magapaper.

ADDITIONAL RELATED EXPERIENCE:

Currently, I also manage the social media outreach for the Chicago Alliance of African American Photographers (CAAAP) where my efforts have resulted in a 50% increase in our organization's membership over the past year. Through previous volunteer work with non-profits I've affiliated with I have also done: Major event planning, promotions, public relations with the media (print/radio/television), written press releases, handled internal/external communications, (wrote, did layout, published and distributed monthly association newsletter), membership recruiting and retention, managed association membership database, produced and moderated monthly panel discussions. As part of a team I also produced and hosted the association's weekly public affairs program.

EDUCATION:

Illinois Institute of Technology, Chicago, IL 2012
Master Certificate in Web Design and Application Development

Columbia College, Chicago, Illinois 1990
B.A. Communications, Television/Radio, Minor in Photography,

Bradley University, Peoria, Illinois   **1974-1977**
Major, Journalism, Minor in Photography,