

**Jason Fields**  
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## **Objective**

To become an integral part of a development team that generate new business ideas which evolve technology and deliver a compelling and dynamic digital experience to end users online and offline.

## **Competency Summary**

### **Technical Strategy + Development**

8+ years of direction and participation in the planning, design, development, testing, and implementation of websites and interactive applications. Architecture and construction of systems for digital media publishing. Development of site/interaction workflow and diagramming for online/offline uses. Relevancy identification of existing and new technologies to be utilized in a production environment. Familiarity with top tier programming languages (ex. PHP, ASP, JAVA, CMS) and understanding of industry standards and compatibilities (ex. XML, WiFi, MPEG4, HCI).

### **Information Management + Communication**

Development of large scale integration documents, including diagrams and functional specifications. Creation and administration of technical and non-technical project budgets and multi-milestone schedules. Management of documentation between design, technical and client parties to better facilitate project collaboration. Presentation of project research, data and findings in multiple formats (ex. HTML, Powerpoint, Flash) to multi-disciplinary audiences of varied sizes.

### **Leadership + Management**

Direction of small and large scale custom built development teams. Optimized internal/external communication with designers and technicians to ensure client and project objectives. Facilitated discussions with varied experience team members to empower each with self mandated goals and objectives. Acted as a mentor to multiple contractors and employees over the years, leading to many successful future careers in project and product management. Application of critical thinking practices to identify potential problems in production and develop solutions most appropriate to resolve them.

### **Editorial + Content**

Freelance writer for urban culture and music magazines and trade specific publications. In depth knowledge of content syndication practices, media management systems and online subscription models. Evaluation of impact and effectiveness of content designed to reach genre specific targeted audiences (either online or offline). Preparation and presentation of Usability case studies in relation to specific site/application needs.

### **Global Awareness + Language**

Studies of Japanese urban pop culture and its global impact, incl. mobile phone culture and consumer advertising. Native English, Intermediate Spanish and Basic Japanese language proficiencies.

## **Professional Experience**

### **October 2002 to Present** **IT and Design Systems Manager**

**Belief, LLC**  
**Santa Monica, CA**

Management and maintenance of 30+ MacOS9/OSX workstations, 4 Windows based 3D workstations, and the networking and archival of all digital production media. Understanding of Apple OSX Unix protocols in relation to file management and multi-user administration. Installation of all new Hardware/Software used in video/audio production and tracking of related serial numbers and configuration parameters. Miscellaneous production duties including, DVD/CD authoring and duplication, digitizing of video/audio content, updates to the corporate website, and general design/production technology advisory activities.

### **October 1999 to October 2002** **Founder and Technical Producer**

**AIR-PORT, LLC**  
**San Francisco, CA**

Produced large and small scale interactive and media related projects using streaming video technologies, multiple online/offline data protocols, and dynamic web publishing systems. Prepared and/or managed multiple project budgets and schedules. Directed development and execution of all technologies being used on projects to ensure a seamless integration between the design and the technology. Developed a customizable content management system (or CMS) for magazines to publish online editorial and imagery in a non-technical and efficient environment. Researched new technologies and design methodologies such as the Dutch 'Droog' or 'i-Mode' the Japanese mobile communication

standard. Information Architecture activities relating to ecommerce, streaming media systems, and editorial acquisition, filtering and delivery workflow.

**February 1998 to October 1999**  
**Senior Web Technologist**

**MetaDesign SF**  
**San Francisco, CA**

Developed functional prototypes, wrote technology specifications, drafted creative and technical research papers and conducted web application development duties. Management experience with a small web production team facilitating site development, incl. programming, production, testing and launch. Documented site/user experience requirements, producing functional specs and GUI mockups for interaction design exploration. Managed QA processes on site candidates proposed for final release.

**May 1996 to February 1998**  
**Founder and Web Developer**

**Boxä Design**  
**Los Angeles, CA**

Gained a comprehensive familiarity with the "graphic" and "technical" internet, and its intricacies. Developed and implemented advanced content driven internet/intranet sites. Used DHTML, Perl and Dynamic Database technologies. Interacted with production specialists and technical contractors to produce content for various site and interactive projects. Cultivated international relationships with sister media companies and developers. Featured in multiple Japanese design publications.

**October 1994 to May 1996**  
**Interactive Developer**

**UFO Interactive**  
**Los Angeles, CA**

Worked as the principal html programmer and graphic production specialist for an early 90's interactive agency. Developed websites and electronic press kits for up and coming Los Angeles music acts and forthcoming Hollywood movies . At the time only HTML 1.0 and static GIF/JPEG images were available for site development, so I had an opportunity to get to know the technologies as they evolved to what they are today.

## **Editorial and Awards**

'Yoshi Kawasaki/2ktshirts Interview', *XLR8R Magazine*, 2002, vol. 58  
'Apple iPod Review', *XLR8R Magazine*, 2001, vol. 55  
'Creators On The Web', *+81 Magazine*, 1998, vol. 2  
'Golive Cyberstudio 2.0 Review', *Eye Magazine*, 1997, vol. 26  
*Typographic Design: Form and Communication*, Rob Carter, US 2002  
*Dwell Magazine Website*, Silver Medal for Online Design, spd.org, 2001  
*Crankcall Typeface*, Silver, 1999 Interactive Design Annual, I.D. Magazine, 1999  
*Cool Sites: Freeze-Framed and Down Cold*, Duncan Baird, UK 1998

## **Technical Skills**

Apple MacOS 9/OSX, Windows NT/2000/XP, UNIX Operating Systems  
Adobe Graphic and Internet (ie. Photoshop, Illustrator, Golive) Products  
Macromedia Interactive (ie. DirectorMX, FlashMX, Coldfusion) Products  
Microsoft, Netscape and Alternative (ie. Safari, Opera, Mozilla) Web Browsers  
Web Server (ie. WebStar, Apache) and Database (ie. SQL, XML, PHP, Perl)  
Wireless Technologies (ie. iMode, cHTML, XHTML, WML, 3G, Bluetooth)  
Streaming Audio (ie. MP3, Shoutcast) and Video (ie. Real, WindowsMedia, QuickTime)  
Game Platforms (ie. Sony Playstation/Playstation2, Xbox, Nintendo Gamecube)

## **Education**

**Winter of 2001**  
**Soko Gakuen**, San Francisco, CA  
Beginning Japanese 1, Basic Functional Japanese

**1991 to 1993**  
**Cal Poly Pomona**, Pomona, CA  
Major: Communication Arts, Public Relations Specialization

*References available on request.*