

Paula M. Carlson

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PRODUCTION EXPERIENCE

J Paul Getty Trust (*April 2001 to present*)

Web Production Specialist

- ❖ Produce online experiences for visitors that are consistent and relevant, regardless of entry point. Develop for numerous distribution channels: websites (e.g. www.getty.edu, go.getty.edu (Intranet) and www.pacificstandardtime.org), external sites and virtual environments (e.g. ArtBabble and Whyville), on-site technologies (e.g. multi-touch table, gallery kiosks, iPads and iPod Touches) and online publishing (e.g. The Iris, *Pietro Mellini*). Help support the publishing and maintaining of hundreds of thousands of web pages as well as posting hundreds of videos and blog posts each year.
- ❖ Support the content development and the distribution of the blog, The Iris. Work to keep our social media content accessible and relevant to our visitors. Support Getty's social media and social networking. Help increase our brand's more than 240,000 Facebook likes and more that 2.7 million views on Youtube.
- ❖ Research and test new technologies and coding advancements (ex. media players, sliders, libraries, etc.), and evaluate them. Champion an agile workplace that supports activities such as Design Thinking so that consensus can be built among all project participants.
- ❖ Developed navigation elements and the content viewer, managed final QA and bug fixing for launch, and was primary client contact. Example: *Pietro Mellini's Inventory in Verse, 1681: A scholarly digital publication built in Drupal 7*
- ❖ Built responsive website with Zurb's Foundation 5 framework for *Featured Works from the WWI Exhibition* mobile tour. Sole developer for this project; worked closely with the content team and stakeholders to identify audience and goals for the project, and to design the functionality, and launched before the deadline.
- ❖ Develop and guide content strategy for a mobile web experience for the upcoming exhibitions *Edible Monuments* and *Eat, Drink and Be Merry*, using SCSS and the latest HTML5 frameworks. The production team is comprised of many experts from multiple departments, working together to build an engaging, in-gallery mobile experience.
- ❖ Developed and built a mobile audio tour app, using a software service and featuring works from four related exhibitions. The *Pacific Standard Time* mobile audio tour (2010) is free on iTunes.
- ❖ Worked with external vendor during development of *GettyGames*, web-based casual games built in Flash for online use and for in-gallery kiosks, and continue to maintain code and regularly update content.

PRODUCTION EXPERIENCE *continued*

- ❖ Co-developed map-based interactive applications for an Ideum multi-touch table, using numerous technologies--Flash, Google Maps API, and Gestureworks--for public use in-gallery. Also, provided hardware maintenance for the life of the device.
- ❖ Coordinated the needs of five client departments and managed the server relocation of over 1,000 media files and the site-wide edits to the links to them from over 3,000 web pages.
- ❖ Configured, built, and maintain over a dozen Wordpress sites, including intranet spaces for internal training, documentation, and communication; community sites for discussion and commenting; online galleries; and, of course, blogs.
- ❖ Develop, maintain, support and train for several CMS systems, including Interwoven's TeamSite, and Drupal.
- ❖ Create and maintain CMS templates for content editors, author technical documentation, and provide ongoing support. Act as technical liaison between my department and vendors for projects
- ❖ *Promoted to Web Production Specialist (from Web Developer) in 2007.*

Freelance (2005 to present)*Web Production Specialist & Content Strategist*

- ❖ Hope Renewals: Worked closely with this non-profit organization to create their new website in Drupal, which included a community discussion board for their members. Launched 2011.
- ❖ Artn: Developed a portfolio website in Drupal for Chicago artist, Ellen Sandor. Launched 2010. Revised 2013 to make it accessible for iPads.
- ❖ Developed portfolio Wordpress sites for individuals in various fields.

Aquent, Los Angeles, CA (September 2000–April 2001)*Consultant*

- ❖ Worked with the J. Paul Getty Trust for seven months, building templates and integrating the content of multiple department websites into one large, unifying website for the entire company. Hired as a full-time employee at the end of the contract.

PROFESSIONAL ACTIVITIES *(Training, Teaching and Advisory Panels)*

- **Technical Advisor – 2011 to 2013**
American Alliance of Museums: Media & Technology Professional Network
- **Optimizing Your Website for Mobile** (professional workshop)
American Alliance of Museums, Baltimore – 2013

PROFESSIONAL ACTIVITIES (Training, Teaching and Advisory Panels) continued

- **Building a Website on a Shoestring Budget** (professional workshop)
American Alliance of Museums, Minneapolis – 2012
- **Advanced Blogging Techniques** (professional workshop)
American Alliance of Museums, Minneapolis – 2012
- **Social Engagement & Blogs** (professional workshop)
American Alliance of Museums, Minneapolis – 2012
- **Blogging Basics** (Training)
American Alliance of Museums, Houston – 2011
- **Advanced Blogging Techniques** (professional workshop)
American Alliance of Museums, Houston – 2011
- **Building in Wordpress** (Training)
J. Paul Getty Trust, Los Angeles – 2010
- **GettyGames: Open Source Opportunity**
American Alliance of Museums, Denver – 2008

SKILLS AND SOFTWARE EXPERIENCE

HTML/HTML5 | CSS/SCSS | Javascript and jQuery | PHP | Actionscript 3.0 | Wordpress | Drupal | Foundation 5
| Teamsite by Interwoven | Adobe Photoshop | Adobe Flash | Basecamp | Jira | Microsoft Office

EDUCATION

Northeastern University

Computer Programming Certificate: Primary focus: C, C++ and programming for Windows

University of Massachusetts

Bachelor of Arts: English Literature; Minor: Classical Civilizations