P.M. Carlson

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Advanced web developer with more than nineteen years' experience structuring, developing and implementing interactive websites and digital experiences in the non-profit sector. I am an efficient and creative problem-solver, with a proven track record of working in collaborative teams to produce stunning digital experiences.

PRODUCTION EXPERIENCE

J Paul Getty Trust, Los Angeles, CA (*April 2001 to present)*
Web Specialist

❖ 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.

❖ 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, iPads and iPod Touches) and online publishing (e.g. The Iris). 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.

❖ 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.

❖ 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.

❖ Managed all technical aspects of the online exhibition *The Legacy of Ancient Palmyra*, including discovery and planning, architecture, and development, as well as liaising with design vendors.

❖ Developed navigation elements and the content viewer, managed final QA and bug fixing for launch, and was primary client contact for *Pietro Mellini's Inventory in Verse, 1681*, a scholarly digital publication built in Drupal 7.

❖ Created responsive mobile tour websites built on Zurb's Foundation framework. Sole developer for these projects; worked closely with the content team and stakeholders to identify audience and goals for each, develop content strategy, and design functionality. Examples: *The Art of Food* and *The Metropolis in Latin America: 1830-1930*.

❖ Developed and built a mobile audio tour app for *Pacific Standard Time* mobile (2010), using a software service and featuring works from four related exhibitions.

PRODUCTION EXPERIENCE continued

❖ Multi-touch interactive table development: Co-developed map-based 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.

❖ Wordpress developer: 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.

❖ GettyGames: Web-based casual games built in Flash, for online use and for in-gallery kiosks. Worked with external vendor during development.

PROFESSIONAL ACTIVITIES (Training, Teaching and Advisory Panels)

➢ **Mailchimp for Press Releases** (developed and led training class)
J. Paul Getty Trust, Los Angeles—2020

➢ **Staff Photographer**
MCN, San Diego—2019

➢ **Editing in Wordpress** (developed and led training class)
J. Paul Getty Trust, Los Angeles—2018

➢ **Technical Advisor**
American Alliance of Museums: Media & Technology Professional Network—2011 to 2013

➢ **Optimizing Your Website for Mobile** (developed and led professional workshop)
American Alliance of Museums, Baltimore—2013

➢ **Building a Website on a Shoestring Budget** (developed and led professional workshop)
American Alliance of Museums, Minneapolis—2012

➢ **Advanced Blogging Techniques** (developed and led professional workshop)
American Alliance of Museums, Minneapolis—2012

➢ **Social Engagement & Blogs** (developed and led professional workshop)
American Alliance of Museums, Minneapolis—2012

➢ **Blogging Basics** (developed and led professional workshop)
American Alliance of Museums, Houston—2011

PROFESSIONAL ACTIVITIES (Training, Teaching and Advisory Panels) continued

- ➤ **Advanced Blogging Techniques** (developed and led professional workshop)
  American Alliance of Museums, Houston—2011

- ➤ **Building in Wordpress** (developed and led training class)
  J. Paul Getty Trust, Los Angeles—2010

- ➤ **GettyGames: Open Source Opportunity** (developed and assisted professional workshop)
  American Alliance of Museums, Denver—2008

AWARDS AND ACKNOWLEDGMENTS

- ➤ **MUSE Awards**
  2019, Gold Award for Enterprise Technology for the Docent Website
  2016, Gold Award for Public Outreach for #GettyInspired
  2016, Honorable Mention for Games and Augmented Reality for the *Art of Food* Mobile Tour
  2016, Honorable Mention for Open Culture for *Pietro Mellini's Inventory in Verse, 1681*

- ➤ **Webby**
  2002, Winner of Weird Category for *Devices of Wonder* Website

SKILLS AND SOFTWARE EXPERIENCE

HTML/CSS | Javascript and jQuery | PHP | Wordpress | Drupal | Foundation | Teamsite by Interwoven | Contentful | Adobe Photoshop | Basecamp | Jira | Airtable | 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