

JASON LEE SHANKS

designer of code, pixels, prose & music.

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jasonshanks.com/portfolio

PROFILE

I want to bring my multidisciplinary skill set and varied of experience to a permanent role continuing the best work I have done throughout my career - leading digital teams to create innovative and quality solutions. I thrive in the formulation of digital strategies and realising them through websites, social media presences and the best SEO/SEM practices that surround these mediums.

I'm passionate about the arts, education and technology. I graduated with a BFA/MFA from one of the top five art schools in the USA. Growing up with computers since the 80s, my career has spanned consulting, web/multimedia design and development, digital/social media strategy, writing for technical, instructional and marketing content for individuals, small businesses, government & universities. A life-long learner, music composer/performer/producer, I have also taught music, web design and programming from primary to graduate level. I'm a 'star-shape' and think at a meta level, but I'm not afraid to roll up my sleeves and apply the specialist abilities I have when called upon. As a team leader or project manager, my style is target-driven which aligns well with my own work-life balance as a husband and father of two boys.

CAPABILITIES

- Binding a talented group of artists and engineers together to define a project's *berth* – then lead it to its *birth*.
- Gauging when to throttle perfection and ship on target.
- Making great products by being the bridge of communication between the technical, creative and business stakeholders.
- Finding the delicate balance between usability, accessibility and end-user's needs to the intentions and means of stakeholders.
- Translating arcane technical concepts to plain English in the form of user documentation, technical manuals or verbal presentations.
- Crafting pixels/vectors and realising clean & accessible designs. Or rapidly prototyping wireframes that high-level graphic designers can turn into beautiful creations.
- Hand-coding clean and well-commented HTML/CSS/Javascript
- Building CMS templates from scratch (WordPress, Liquid, Nunjucks).

I have proficient enough programming knowledge to build a website from start to finish or project management experience in coordinating creative and dev teams at a larger scale.

My technology skills are largely self-taught so I know how to pick up and learn new skills independently.

Overall I believe my deep history in the arts gives me an edge in finding creative and sometimes not the most obvious-solutions.

TECH SKILLS

High | Moderate | Low/Learning
OS: MacOS+Server, iOS, Linux, Windows (95-10, IIS)
Code: HTML, CSS, LESS/SASS, Markdown | Javascript, JQuery, XML/JSON, Processing, AppleScript | PHP, Swift, Python, shell
Frameworks: Bootstrap, Foundation, React
CMS/LMS: WordPress, SquizMatrix, SiteCore, Teamsite, Sharepoint, Yodel, Open edX, FutureLearn, D2L
Email Marketing: MailChimp, Vision6, Constant Contact
Design: Adobe CC, Affinity Photo/Designer, InVision, OmniGraffle, Hype, iBooks Author
Office/Database: MS, Apple, & Google Office suites, Filemaker Pro, MySQL
Project/Task/Code Management: JIRA, OmniPlan, OmniFocus, Asana, Mind-mapping, Git/SVN
Music Production: Logic Pro, Live, ProTools, Max/MSP, SuperCollider

EXPERIENCE

Professional

- May 2018–Present* **Technical Lead, Web Developer – Wellmark, Melbourne, AUS**
Manage the 'full-stack' of web services for a leading creative agency in the Australian health sector. Lead the front-end development and UI/UX design implementation, some back-end development (PHP/WordPress), Scrum project management and GIT versioning of all code bases and administer hosting and network configuration. Team consists of in-house and external contractors both local and overseas. Digital Folio: <https://wellmark.com.au/work/web-digital/>
- 1998–Present* **Creative Director – elxr, International**
Manage all facets of a freelance business that provides occasional web and music services between other employment, with clients from USA and Australia. We guide clients through their digital strategies (SEO, SEM, Social Media), design, develop and host websites and provide hardware/software consulting. Digital Folio: <http://elxr.com/web/showcase.php>
- Oct 2016–Jan 2018* **Senior Web Advisor – Qld Dept of Health, Brisbane, AUS**
Participated in UX research and a revamp of the Information Architecture for greater accessibility and content navigation. Redeveloped the look and feel for of the intranet for the Human Resources branch of the Dept of Health. **The whole of Corporate Services Division and a growing number of other branches further adopted it as their own, attributing this to client response that overall usability was greatly improved.** Wrote a web design guide and trained 30 publishers in continuing to implement the new practices and UI.
- Sep 2015–Apr 2016* **Comms & Membership Manager, UX Designer – CIIS, Brisbane, QLD, AUS**
Managed the EDMs, memberships, and introduced Google AdWord SEM for Community Information Support Services flagship product, [My Community Directory](#). **The audience grew by 40% through my contributions, and I helped bring in Brisbane's second largest city council, Ipswich, as a client.** Developed marketing, newsletter, membership comms, user guide and support documentation. Acted as liaison for council and other organisations in improving their user experience and related administration needs.
- Feb 2014–Sep 2015* **Instructional Multimedia Developer, UI/UX Designer, Community Manager – QUT, Kelvin Grove, QLD, AUS**
Played a major technical role in successfully launching QUT's first MOOCs to an international audience of 10,000+ students. Produced multimedia content, advised and implemented the technical aspects of building course material into new LMSs, made code templates for standardised UI elements, tested and enhanced the accessibility of all content, wrote technical documentation/tutorials for team guidelines & procedures and orchestrated and participated in community engagement & social media channels.
- Mar 2009–Nov 2014* **Production Manager, Web Designer, Digital Strategist – QUT, Kelvin Grove, Qld, AUS**
Agile project managed a team of software developers, graphic designers, editors and often external client partners for a custom-built social media CMS called Yodel. Led product roadmap including adding a client administration backend. Guided over 25 clients during the course of 3 years from project scope through to delivery and training. **One of our largest projects ArtsPOP was heralded by the ESA as "one of the finest web presences showcasing the Australian National Curriculum to date".** Contract negotiations, QA testing, design coding, documentation, server/DB maintenance. Folio: <http://yodelservices.com/showcase>

- Feb 2009-Jan 2010* **Research Assistant - QUT, Kelvin Grove, Queensland, AUS**
 Lead research assistant for an ARC grant Remote Music Interactions project. Conducted field surveys of internet music instruction and collaboration. Developed the prototype for a music interaction web application that allowed performers to have guided accompaniment by other recorded musicians, with the aid of AI pitch/tempo detection. [Our product piqued the interest of the Brisbane Music Festival for use in an online World's Biggest Band and eventually was used in performances of the Deep Blue Orchestra.](#)
- Feb 2008-Feb 2009* **Service Engineer & Trainer - MAC1, Brisbane, Queensland, AUS**
 Apple Certified Macintosh Technician. Software and network troubleshooting guided by ITIL standards.
- Sep 2004-Dec 2007* **Senior Mac Genius, Technician - Apple, Emeryville, California, USA**
 Mac Software/Hardware training, troubleshooting and repair for home users, creatives and small-business professionals. Classroom and individual trainer for Apple's GarageBand and Logic Studio music software. [I was the Professional Care sales leader and the designated customer service diplomat for critical negotiations with clients.](#)

Professional Academic

- 2013-2017* **Tutor - QUT Creative Industries, Kelvin Grove, QLD, AUS**
 "Advanced Web Design", IVD
 "Intro to Web Design", IVD
 "Programming for Visual Artists & Designers", Interactive Visual Design (IVD)
 "Web Interface Design", IVD
- 2013* **Workshop Facilitator - The EDGE, State Library QLD, AUS**
 "Introduction to Logic Pro", "Intermediate Logic Pro"
- 2009-2010* **Guest Lecturer - QUT Creative Industries, Kelvin Grove, QLD, AUS**
 "Integrating alternative MIDI controllers with Ableton Live", Music & Sound Production

Community

- 2017-2018* **President - The Gap State School P&C Association, The Gap, QLD, AUS**
 Serving in a leadership and stakeholder management role as a P&C representative and on the School Council as well as liaison between the school leadership team and families, to build an effective school partnership and also support constructive dialogue about issues identified by the parent body.
- Responsibilities as the President included:**
- Formal employment and line-management of six employees, including overseeing recruitment and employment contract management
 - Chair monthly P&C meetings with various school stakeholders including representatives from the school leadership team, parents, state government members, local government councillors, P&C subcommittee and project teams
 - Ensuring compliance with legislative and institutional policies
 - Engagement of over 50 volunteers within a comprehensive schedule of community and fundraising activities
 - Event management, risk management and coordination
 - Written updates and presentations to various current and prospective school stakeholders.
- Project oversight included:**

- Development and implementation of employee onboarding & training, fundraising
- improving Fiduciary/treasury cash management
- Creating traffic management plan in coordination with city council, local law enforcement and the school
- Review of subcommittees to ensure compliance to relevant legislation and functioning organically as a component of the core organisation.
- As a result of multi-method targeted marketing efforts to various stakeholder groups achieved a 2 x membership rate for the period.
- Conversion of membership signup to an online process
- D4igital transformation of organisation practices from new website, email, social media, document management.

2016

Fête Coordinator - The Gap State School, The Gap, QLD, AUS

Key achievements included:

- Increased revenue and attendance by 43% over past years.
- Digital transformation of event through website and online ticket sales.

EDUCATION

May 2000

M.F.A. Music: Improv/
Performer/Composer
Cal Arts - Valencia, CA

May 1998

B.F.A. Music: Jazz Performance
Cal Arts - Valencia, CA

May 1996

A.A. Liberal Arts
Diablo Valley College - CA

CERTIFICATIONS

Apple Certified Technician (Desktop, Portable, OSX
Help Desk)

AWARDS/GRANTS

August 2015

QUT eLearning Services
Learn, innovate and succeed Award -
MOOC development

June 2000

The Grammy Foundation's NARAS Research Grant