

# Matthew Cira

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## Objective and Overview

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I pursue a challenging, goal-oriented position with growth potential in the internet industry. Utilizing and applying both my creative and technical skills, I seek to develop dynamic, content rich web sites. Possessing eight solid years of experience leading, designing and developing enterprise-level web site projects, I bring the necessary leadership, vision, experience and skills in providing the highest quality solutions in today's competitive market.

## Employment History

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### SunGard – Wheeling, IL

Web Designer & Webmaster  
February 2001 - Current

#### Core Responsibilities:

- Oversight and leadership of all aspects of web site design at National-Louis University including institution web site and all subsequent sibling sites, channelization of portal content, management of intranet content and academic support web sites.
- Statistical analysis of web site traffic including; path analysis of web site visitors, search engine optimization of key entry points, alterations to content and navigation based on analysis and research findings.
- Technical liaison between Office of Information Technology and the Marketing Department serving as chairperson of University Web Oversight Committee comprised of senior executive staff, college deans and academic department heads.
- Project management of all day-to-day web site operations and general webmaster duties.

#### Key Accomplishments:

- Successful launch of three generations of institution web site, twelve sibling sites and academic support web sites.
- Successful implementation of template-based enterprise Content Management System including the migration of 3,000 web pages and 500 uploaded documents, training and support of 150 content providers, and the creation of support documentation library.

### ONE, Inc. – Hoffman Estates, IL

Manager, Creative Development  
December 1999 – January 2001

#### Core Responsibilities:

- Oversight and management of all company-wide web design activities. Creative direction and functional design, from conception to production, for ONE's internet presence and online branding efforts.
- Provide art direction and web design services for client web site engagements. Management of design implementation within e-commerce and portal software packages.

#### Key Accomplishments:

- Successfully consolidated thirteen business unit web sites into one dynamic web site while establishing ONE's internet identity.
- Successfully designed and launched internal intranet web site (ONE's "i-factory") while developing product identity, dynamic portal interface and user interfaces for each portal application with the intent to package and resell as a B2B supply chain web service.

### Freelance Contractor

Web Design & Development  
May 1996 - Current

#### Clients Include:

- RedE Boutique, Tim Wallace Snow Plow Supply, Wise Investment Builders, Circle Group Holdings, CDBargains.com

#### Key Accomplishments:

- Established online presence and marketing plans, completed search engine optimization and web site templates.
- Designed and developed custom web sites with functionality including; database enabled online catalogs, shopping cart interfaces and sales lead forms.

## Specialized Skills & Experience

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### Expert Skills With:

- Adobe Photoshop & Illustrator (Adobe CS2)
- HTML4, Cascading Style Sheets
- WebTrends Analytics Suite
- Microsoft Internet Information Server (IIS)
- Windows NT, 2000 & 2003 Servers
- Microsoft Office Applications

### Software Package Experience:

- CommonSpot Enterprise Content Management Suite
- Cold Fusion Web Application Server
- SCT Luminis – uPortal Architecture
- ATG Dynamo Commerce Suite

### Experience With:

- Cold Fusion Markup Language (CFM)
- Flash MX
- XHTML & CSS level 2
- DHTML & JavaScript
- SQL & ODBC

### Industry Standards & Best Practices:

- Content Management Systems Implementation
- Dynamic Web Navigation Models
- Enterprise Information Architecture
- Search Engine Optimization (SEO)
- Search Engine Ranking Systems
- User Experience Analysis & Impression Path Analysis
- Web Usability & ADA Compliance
- W3C Standards & Adherence
- Web Browser Nuances

### Experience in the Following Business Verticals:

- Academics & Higher Education
- e-Commerce Consulting
- Manufacturing
- Venture Capital
- Real Estate
- Fine Arts
- Fashion
- Music Production

## Complete Web Site Projects List

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### National-Louis University:

- Institution Web Site: [www.nl.edu](http://www.nl.edu)
- NLYOU Splash Page: [www.nlyou.com](http://www.nlyou.com)
- Office of Information Technology: [oit.nl.edu](http://oit.nl.edu)
- eCampus Online Course Support: [ecampus.nl.edu](http://ecampus.nl.edu)
- Online Telephone Directory: [directory.nl.edu](http://directory.nl.edu)
- Technology Dashboard: [status.nl.edu](http://status.nl.edu)
- Centra Web Conferencing: [centrasupport.nl.edu](http://centrasupport.nl.edu)
- Continuing Education: [www.nl.edu/continuinged/](http://www.nl.edu/continuinged/) \*
- IT Certification Programs: [itcert.nl.edu](http://itcert.nl.edu) \*\*
- Technology Resource Center: [vtrc.nl.edu](http://vtrc.nl.edu) \*\*
- Web Course Tools Login: [nl.eduprise.com](http://nl.eduprise.com)
- Web Course Tools Help: [webct.nl.edu](http://webct.nl.edu) \*\*
- IL Teacher Education Partnership: [itep.nl.edu](http://itep.nl.edu) \*\*
- Center for Online Learning: [cool.nl.edu](http://cool.nl.edu) \*\*
- Board of Trustees: [bot.nl.edu](http://bot.nl.edu) \*\*

### Benedictine University:

- IT Dept: [owl.ben.edu/it/newsite/](http://owl.ben.edu/it/newsite/) \*\*
- Academic Advising: [owl.ben.edu/it/benuadv/](http://owl.ben.edu/it/benuadv/) \*\*

### ONE, Inc.:

- Corporate Site: [www.oneco.net](http://www.oneco.net) \*\*
- i-factory: [www.i-factory.net](http://www.i-factory.net) \*\*
- ONE Store: [onestore.i-factory.net](http://onestore.i-factory.net) \*\*
- GBC Web Site: [www.gbc.com](http://www.gbc.com)

### Freelance:

- RedE Boutique: [www.redeboutique.com](http://www.redeboutique.com)
- TW Snow Plow Supply: [www.snowplowsupply.com](http://www.snowplowsupply.com)
- WIB Builders: [www.wiseinvestmentbuilders.com](http://www.wiseinvestmentbuilders.com) \*\*
- CGI Holdings: [www.circlegroupinternet.com](http://www.circlegroupinternet.com) \*\*
- CD Bargains: [www.cdbargains.com](http://www.cdbargains.com) \*\*

## Education

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Studied Persuasive Writing and Information Technology at College of DuPage.

## Design Portfolio

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Online portfolio, including details and screen shots of web projects, is available at [www.lucidnoir.com](http://www.lucidnoir.com).