

## PROFESSIONAL SUMMARY

- Web developer who thrives on creative work in a team-oriented environment.
- Web development experience using ASP.Net/VB, Classic ASP, JSP, DHTML, CSS, Javascript, HTML and SQL.
- Developed web-based applications for Busch Gardens, Sea World, Discovery Cove, Sears Portrait Studios and First Bank.
- Extensive graphic design experience in wire framing, designing web UIs and flat work.
- Experience in web usability, SEO/SEM strategies and implementation, and Sharepoint Services installation, management and development.

## SKILLS SUMMARY

Language	Years Used
ASP.Net / VB, VBScript	5
C#	1
SQL	7
HTML / DHTML / XML / CSS / Javascript	10
Classic ASP	5
JSP	2

Software	Years Used
Visual Studio / Visual Source Safe	5
SQL Management Studio	7
Adobe CS (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, etc.)	10
Windows 95/98/NT/2K/XP/7, Mac OS	10

Server Technologies	Years Used
Microsoft Windows Server / IIS	7
Microsoft SQL Server	7
Windows Sharepoint Services (WSS) 1.0 / 2.0	3
IBM / Websphere, Apache	2

Web Technologies	Years Used
SEO/SEM Optimization	7
Web Usability	5
Wordpress (Installation, configuration, themes, widgets)	3
Facebook / Twitter	2

## TECHNICAL EXPERIENCE

### HDA Inc., St. Louis, MO

March 2007 – May 2010

#### Web Developer/Webmaster

- Project managed and developed the [houseplansandmore.com](http://houseplansandmore.com) redesign/Site Administration System(SAS), a VB.Net Windows custom CMS application, project. Deployment of website and Windows application occurred on 11/2009 after 8 months of development.
- With a monthly traffic average of 125k unique visits, maintained a monthly sales average of \$75k through the economic downturn and housing market collapse by implementing several SEO/SEM strategies not being utilized.
- Developed two Wordpress sites, [blog.houseplansandmore.com](http://blog.houseplansandmore.com) and [www.ourblogcabin.com](http://www.ourblogcabin.com). Plus, developed content for [houseplansandmore.com](http://houseplansandmore.com)'s Facebook, Twitter and YouTube accounts.
- Created and designed new sites for [hdainc.com](http://hdainc.com), [hdamerchandising.com](http://hdamerchandising.com) and HDA's corporate intranet.

**Environment:** Microsoft - Microsoft Windows Server 2003 / IIS, Microsoft SQL Server

**Tech:** ASP.Net 3.0, 2.0, 1.1 / VB, VBScript, C#, SQL, HTML / DHTML / XML / CSS / Javascript, Classic ASP, SEO/SEM Optimization, Web Usability, Wordpress, Facebook / Twitter, Adobe CS

### Federated Department Stores, St. Louis, MO

Jul 2005 – June 2007

#### Web Developer

- Developed House Beautiful Home Collection website using JSP, CSS, HTML, DHTML in a Websphere environment.
- Created UI using Photoshop and created multiple "skins" for site that user could switch out.
- Created new look for Division and Marshall-Fields in-store wedding kiosks using JSP, CSS, HTML, DHTML.
- Programmed content for Corporate Wedding Services' e-mail campaign using straight HTML and CSS.
- Maintained all company e-commerce websites including Famous Barr, Lord and Taylor, Marshall Fields, and David's Bridal using JSP, CSS, HTML, DHTML in a Websphere environment.

**Environment:** IBM / Websphere, Apache

**Tech:** JSP, HTML / DHTML / XML / CSS / Javascript, SEO/SEM Optimization, Web Usability, Adobe CS

**Web Developer/Webmaster**

- Served as the lead designer and programmer, worked closely with the head of marketing as well as product management to redesign First Bank's website and ensure that all pages were cross-browser and cross-platform compatible.
- Implemented, migrated and managed First Bank's Intranet 2.0 to Microsoft Sharepoint Services.
- Completed an upgrade to Microsoft Sharepoint Services 2.0 was done several months later.
- Authored an animated Flash-based demo that the online banking sales team used to generate new business customer accounts. The demo walks potential clients through the online banking process.
- Created a poster campaign using original superhero characters for the security department's security awareness program.

**Environment:** Microsoft - Microsoft Windows Server 2000 / IIS, Microsoft SQL Server, Windows Sharepoint Services (WSS) 1.0 / 2.0

**Tech:** ASP.Net 2.0, 1.1 / VB, VBScript, C#, SQL, HTML / DHTML / XML / CSS / Javascript, Classic ASP, Adobe CS

**Busch Entertainment Corporation, St. Louis, MO**

April 2000 – August 2001

**Web Developer**

- Lead developer and UI designer on discoverycove.com project team.
- The initial advertising of discoverycove.com resulted in a weekly total of 275k unique visitors and over \$17k of experience sales. The average monthly experience sales of discoverycove.com after deployment was \$45k.
- Responsible for the design of the checkout and the renewal process, as well as the overall look and feel of 4adventure.com, the online BEC park ticketing system. This generated approximately 19% of all new ticket sales for all of BEC's theme parks from this site and about 13% of all renewals for pass members.
- Lead developer and UI designer of all of BEC's theme park websites, which included Busch Gardens and Sea World.

**Environment:** Microsoft - Microsoft Windows Server 2000 / IIS, Microsoft SQL Server

**Tech:** ASP.Net 1.1 / VB, VBScript, C#, SQL, HTML / DHTML / XML / CSS / Javascript, Classic ASP, Adobe CS

**CPI Corporation, St. Louis, MO**

April 1999 – April 2000

**Web Developer / Graphic Designer**

- CPI is the owner of all the Sears Portrait Studios. The Web site SearsPortrait.com was already in existence when started with CPI.
- Performed graphic creation, HTML coding and layouts for CPI's extensive Sears Portrait Studio Web site.
- Performed custom illustration and Flash animations for various elements as well.
- Responsibilities for creating elements for each of the sections of the site such as headers, animated banners, animated e-mail cards, portrait package coupons and page layouts.
- Created many interactive children's activities on the site such as Shockwave games, doll dress-ups, mix and matches and printable coloring pages.

**Environment:** Apple Machintosh

**Tech:** HTML / DHTML / XML / CSS / Javascript, Classic ASP, Adobe CS

**EDUCATION**

Associates Degree in Graphic Design

May 1990

Emphasis in traditional, digital and commercial art.

Saint Louis Community College

St. Louis, MO

**PORTFOLIO**

**Personal Portfolio Site** - <http://www.sihnstarr.com>

**RESUMÉ LINKS**

<b>House Plans and More</b> <a href="http://www.houseplansandmore.com">http://www.houseplansandmore.com</a>	<b>HDA Inc.</b> <a href="http://www.hdainc.com">http://www.hdainc.com</a>	<b>HDA Merchandising</b> <a href="http://www.hdamerchandising.com">http://www.hdamerchandising.com</a>
<b>Blog.houseplansandmore.com</b> <a href="http://blog.houseplansandmore.com">http://blog.houseplansandmore.com</a>	<b>Ourblogcabin.com</b> <a href="http://www.ourblogcabin.com">http://www.ourblogcabin.com</a>	<b>First Bank</b> <a href="http://www.firstbanks.com">http://www.firstbanks.com</a>
<b>Discovery Cove</b> <a href="http://www.discoverycove.com">http://www.discoverycove.com</a>	<b>Busch Gardens</b> <a href="http://www.buschgardens.com">http://www.buschgardens.com</a>	<b>Sea World</b> <a href="http://www.seaworld.com">http://www.seaworld.com</a>
<b>Sesame Place</b> <a href="http://www.sesameplace.com">http://www.sesameplace.com</a>	<b>Adventure Island</b> <a href="http://www.adventureisland.com">http://www.adventureisland.com</a>	<b>Water Country</b> <a href="http://www.watercountry.com">http://www.watercountry.com</a>