

## **Jeffrey D. Hendrickson**

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### **The Human Version of a Swiss Army Knife**

Like that beloved utility instrument, I have a wide variety of hidden talents and uses. As a creative, I've traveled the world on research, development, design, and marketing trips in the menswear industry, and I've been flown to various spots in the US to consult on knowledge and content management projects. I've codesigned a clothing line that showed at the NYC Fashion Shows, and I've briefed the Asst Secretary of Defense on KM issues. I've designed a publication for Queens College, I've written two novels, and I've helped many small businesses get their start with websites, business collateral, and branding ideas. My textile and clothing designs have hung in major department stores across the US, and The Dept of The Navy has been trained by me to use a KM system to search international news about Y2K.

What this wide array of skills brings to a team is fresh, innovative ideas that come from years of prodding, poking, asking questions, and devising solutions. Because I've cast my net wide, I've got reference points that most don't. I've worked with very diverse cultures - some in Asia, some in South America, and some in Europe, and from each, I've learned new ways to look at and solve problems. My goal is, and always will be, to provide the best solution possible to my clients. That's where it all begins, and that's where it all ends.

### **Qualifications and Accomplishments Summary**

- First US based developer to receive advanced training at Autonomy's Cambridge, England research facility.
- Lead developer on The Pentagon's first KM Portal. Briefed Ass't Sect of Defense Dr. Marvin Langston on KM issues vital to the mission of The Pentagon.
- Wrote and delivered a talk on KM Portal implementations and UI issues at eGov Tech Conference.
- Designed and built the UI components for several of DC Public Schools' web applications. My work is now being used at the standard by the Data and Accountability department.
- In-depth experience in the best design tools and advanced proficiency in developing agile workflow practices. Expertise with Illustrator, Photoshop, Dreamweaver, Flash, Powerpoint, Fireworks. Newer tools include Protovis, InfoVis, and other javascript libraries used to create data visualizations.
- Have created and built websites, logos, branding strategies, and web identities for several small entrepreneurial companies in the DC and New York City metropolitan areas.
- Exceptionally well organized with a strong work ethic and desire to work both hard and smart to achieve employer goals and objectives.

### **Employment**

#### **Front-end Web Developer/User Experience Designer**

*Armedia, LLC, Vienna, VA – July 2010 - Present*

First three months with Armedia were spent rebuilding a custom content management system's UI and remapping all functionality. It was my job to enhance the performance, usability, and functionality of this tool based on a modular architecture and built in ExtJS. My work is not being ported to HTML5 and is in the final stages of prelim work for re-presentation to several interested government agencies.

Currently working as a senior developer/designer on a three year project with DOMEX and NMEC (National Media Exploitation Center), where our team will be developing a new system/approach for evaluating enterprise level software products for a set of criteria that includes UI/UX, architecture, and database integration.

Running parallel to this project is work I've identified and spearheaded in data visualization. By building a taxonomy of the DOMEX structure and its mission to provide all intelligence communities with relevant and mission-critical data, I am providing them with a new way to allow their analysts to study, recreate, and report. I am using tools such as Protégé and Hozo to build the taxonomy, then visualization tools like ProtoVis, InfoVis, Illustrator, and Photoshop to create data visualizations that will reside in a custom built analyst dashboard.

Will also be proposing a talk at the next Taxonomy Bootcamp to be given with Dr. Anthony Patrick who is the chief of the International Center for Research and Development, the research lab attached to NMEC. If chosen, we will discuss the work mentioned above and the steps taken to reach our goal.

*Incapsulate, LLC, Washington DC – Dec 2009 – June 2010*

On a contract with DC Public Schools designing user interfaces for several Quickbase web applications. Responsibilities include, research, requirements writing, direct work with client/business owners within DCPS, database development, and GUI design starting with comps designed in Illustrator, and then using CSS, Javascript and XHTML.

Work on the Full Service Schools project is complete with a very satisfied client. This project was developed to give principals at a core test group of 13 middle schools daily metrics readings on critical education and teacher related data. Also monitored and used as a reporting tool by DC Public Schools main office.

The Early Stages project, which is coming to completion at the end of June, 2010, is used by the staff at the Early Stages Development Education Center in DC. Directed by Dr. Nathaniel Beers and used by 10 core user groups of manager, field workers, case managers, and attorneys, this portal gives reporting capabilities that allow all management team members to constantly monitor timeliness progress on a very specific set of metrics around time to action on cases involving children who are identified as having developmental handicaps and the programs that will help them. A custom UI was designed for the core management team.

The Blackman Jones project is being re-platformed, using Ruby on Rails with a MySQL database. We are using CSS, Javascript, XHTML, and jQuery to completely customize the user experience and dashboards for approximately 40 distinct user roles. My two main functions on this project were working directly with end users from 12 different groups to identify their specific needs for this portal, and then to design the web application's user interface from the ground up. The efforts of my work here are that the Deputy Chancellor has signed off on the design and the Chief of Data and Accountability is now using these designs as the standard to which all future work will be done. I used Illustrator and Photoshop to do all the custom work for the UI layout, buttons, modules, and pages.

**Design Consultant/Owner Laughing Raven Studio – May 2002 – Present**

In all work as a web designer and developer through Laughing Raven Studio, I work independently to first gather all requirements from the client, write out a proposal, modify if needed, and then begin work on the design. I walk each client through all phases starting with picking a url and securing the hosting package. From there comes a mini style guide where I suggest colors, fonts, graphics, and content categories. Each site is unique with the exception of

a jQuery contact form I use for all. My general set of tools for this work is Illustrator, Photoshop, Dreamweaver, Fireworks, and Komodo.

*Dr. Ed Van Reuth, PhD – Kent Island, MD*

Designed a custom Wordpress site for Dr. Van Reuth, business cards, letterhead, and envelopes. Dr. Van Reuth is one of the leading robotics experts in the US and has recently retired from a long tenure at DARPA.

*Activist Manager – Alexandria, VA*

Designed all collateral for this local IT shop, who specializes in tech and content management solutions for the government. Package consists of business cards, envelopes, letterhead, a document folder, and a postcard.

*Jenuine Healing – Rochester, NY*

Complete package that includes a Wordpress site, training and ramp-up on Twitter, TweetDeck, Facebook, and Wordpress, and the design of an ebook. This client is a very gifted energy healer and psychic who, because of the work and training now has over 13,000 followers on Twitter within a 9 month period, has become a very close advisor and confidante of Mariel Hemingway, has gotten her own radio show and has led classes and workshops at The Omega Institute. As of March 2011, she is moving to California to join in business with Ms. Hemingway, is coauthoring a book with her, and now has several Hollywood executives as clients.

*Rampart Security Systems – Baltimore, MD*

Redesign of a site for a local Rampart vendor and security specialist. This is a small budget redesign that will take his old site from tables and non-standard code, to CSS, jQuery, and current SEO tools and techniques. [www.rampartsecurity.us](http://www.rampartsecurity.us)

*Wood Builders Collaborative – Baltimore, MD*

Redesigned website for this 25 year veteran in the remodeling and construction industries in the Baltimore area. This site has jQuery powered image viewers and a jQuery contact form. See it at: [www.woodbuilderscollaborative.com](http://www.woodbuilderscollaborative.com)

*19Collective – NY, NY*

Design co-op started with several other designers in NY. I've built a Drupal CMS which allows them to coordinate and manage projects. Website in progress.

*Natural Forces Studio – NY, NY*

Designed website and branding strategies for a jewelry designer using Dreamweaver with CSS. Phase 2 will implement interactivity via AJAX technologies such as jQuery. Since opening of new site she has increased her business and enjoyed wider recognition in her community. See at [www.naturalforcesstudio.com](http://www.naturalforcesstudio.com)

*Aisle 5, LLC – NY, NY*

Graphic and packaging design support that gave company the ability to start a new form of branded business development in retail and wholesale merchandise. Used primarily Illustrator and Photoshop for all work.

*Oxford Apparel – NY, NY*

Senior design consultant for this multi-million dollar apparel industry company. Primary area of responsibility was in using Illustrator, Photoshop, and a textile design program called PrimaVision to deliver complete packages to clients. In my time there, Oxford was able to increase their business with WalMart, Stein Mart, Costco, Tommy Hilfiger, Orvis, and Overton Apparel.

*Mallios Realty – Washington, DC*

Website design for a DC area commercial real estate investment group. Making use of jQuery, AJAX, and CSS. This site has given the group access investors who have helped increase owned properties and revenues. <http://www.malliosrealty.com>

*The Congressional Record – Washington, DC*

Consulted with The Congressional Record on more efficient ways to handle their membership through the website and use of Knowledge Management principles. Set up a taxonomy and hierarchy for all their archived publications and engineered strategies that allowed them to manage their business more efficiently.

*College of Performance Management – Alexandria, VA*

Website redesign in 2004 using Dreamweaver, and marketing consulting work for their membership and seminars. Worked with two of their managers to determine best practices and usability for their thousands of members worldwide.

**Senior Research Analyst and Knowledge Management Director**

*Fed Data Corp. Bethesda, MD Oct 2000 – May 2002*

Was hired by Fed Data to head up their Knowledge Management Division. Worked two specific projects prior to Northrop Grumman closing our shop.

- **Northrop Grumman** - Designed and developed Northrop Grumman's first internal KM portal and wrote user documents for it. I worked from within their Information Management shop, interacting with system end users, managers, and technical support staff. System enabled them to apply a taxonomy to the vast stores of information held by their senior engineers, thus allowing their junior engineers to access it for project streamlining. Unix system.
- **The Carlyle Group** - Designed, developed, and installed a CMS/Information Management portal for the Carlyle Group, a private global investment firm in DC. Trained various key personnel along with their technical lead on efficient usage of the portal. This system makes it possible for their diverse project teams to coordinate and make use of best practices for assessing viability of investment strategies. Microsoft system.

*CMS Information Systems, Vienna, VA July 1998 – Oct 2000*

After rebuilding the company website, was tapped by the CIO to learn the Autonomy KM software suite and lead implementation teams. Main responsibilities were GUI design and development, database hookup, onsite research, and end user training.

- **The Pentagon, Office of the Secretary of Defense – DPSS – DoD Information Portal** – This project will support upwards of one million users at maturity. It is a dual system that allows a user base to have a Knowledge Portal to use every day. Through the use of Autonomy Intelligent Agents, they have instant access to potentially thousands of websites. On the back-end, a management group can match user profiles, generated by Autonomy, to specific jobs or projects across all military divisions. I was lead engineer and interface designer on this project and delivered a technical brief to then Asst. Sec. of Defense, Dr. Marvin Langston.
- **The Dept. of the Navy, Chief Information Office** – Another Autonomy portal, this project's primary focus is on global information as it pertains to the mission of this office. I wrote the training documents and delivered the onsite training personally. Initial rollout of this portal was to allow users to filter and study global information that pertained to Y2K. With our setup, they monitored thousands of news feeds around the world. Unix system.
- **The Poynter Institute/St. Petersburg, FLA/Onsite for two weeks** – The Poynter

Institutes goal is to become the most up-to-date resource for advanced journalism studies. The Information Management Portal my team installed and configured gave them resources and content management capabilities on a global scale. Microsoft system.

- **The Dept. of Energy, Fluor Fernald/Onsite Cincinnatti, OH/ 3 Trips** – Fluor Fernald hired our team to install and customize a portal for their nuclear waste cleanup initiatives. This system allows them to accurately and safely assess each project and follow the best practices guidelines. The presentation layer and light doc management is Viador, the taxonomy and search functions are Autonomy, and the workflow is Verve. We integrated the three to give Fluor the capability of efficiently managing a nuclear cleanup project, one of about a dozen currently underway in the US. As well as leading the technical team for installation and integration, I developed training classes for the admin personnel on site. Microsoft system.
- **General Motors Supply Power/Supply Chain Portal/Onsite Detroit, Michigan 2 days** – Consulted GM on the best practices for content, information, and knowledge management projects. The supply chain consists of over 10,000 vendors and their goal was to allow all of them access to one central, web-based tool for management and workflow. Unix system.
- **AT & L – Technology Information Portal** - The primary focus of this Autonomy portal is to give users all the newest tech information on the web. We continuously refined the fetches by adding new sites of interest. Through the use of an alerting module, we email new, relevant results to any registered user.
- **The Chicago Board of Trade/Onsite Chicago 2 days** – Consulted on the best practices of implementing a web-based information portal. After assessing their needs, proposed a system that allowed their main analyst access to categorized information from thousands of feeds. This project was particularly reward because I was the only consultant they brought in who asked to go down to the trading floor. Becuase of my desire to learn about their business so that I could craft the best solution, and after spending two hours on the floor asking questions about the inner-workings of the market and how it affected their performance and business, I was ushered into the inner sanctum and introduced to the man who would be making use of the Autonomy system they had purchased. An afternoon spent with him got them well on their way to understanding how to best use the software to accomplish their goals efficiently. Unix system.
- **Fairfax County Public Schools** – Information architect and designer for a CMS portal used at the administrative offices with access by admins at every school. This was a custom designed system using several different software packages. Microsoft system.
- **eGov/Washington, DC** – Gave a talk on best practices for researching, designing, developing, and implementing a Knowledge Management system. Approximately 100 people in attendance.

### **Men's Woven Textiles Designer**

*Clothing Industry, New York, New York 1982-1997, 2002-2003, 2005-2009*

Textile designer and design director responsible for research and development, design, international travel, marketing, and sales. Products sold to every major vendor and retail establishment.

Later project included a men's fashion line that was presented at the New York City Fashion Week shows to a standing ovation and press in the most prestigious publications internationally. Also designed outerwear, shirtings, pants, and sweaters for Orvis Menswear, through Oxford Apparel. In all positions I made great use of technology and was a pioneer in using CAD systems to show and sell woven textiles.

**Education and Training**

CURRENTLY ENROLLED – Web Design and Interactive Media, BS Program  
*Art Institute of Pittsburgh, Online Division – 3.85 GPA Aug 2009 - Present*

HONORS GRADUATE – MENSWEAR DESIGN AND MARKETING - AAS, *July 1984*  
*Fashion Institute of Technology, NY, NY*

HONORS GRADUATE – CLIENT/SERVER TECHNOLOGIES - Diploma, *August 1997*  
*Computer Learning Center, Alexandria, VA*

ADVANCED TRAINING – AUTONOMY PORTAL GUI DESIGN, *April 2000*  
*Autonomy Research Facility and Campus, Cambridge, England*

**Tools, Technologies, Methodologies**

XHTML/XML/CSS, GUI Design, Image Optimization, Photo Manipulation, Wire Frame Renderings, Color Expert, Javascript, Portal Implementations, Government Contracts, Web 2.0, Original Graphics, Illustrator, Photoshop, Fireworks, Flash, Dreamweaver, jQuery, jQuery UI, ExtJS, HTML5, ProtoVis, InfoVis, Autonomy and other KM packages, Ajax, Quickbase, Use Cases, User Interaction Flow Charts, Design Standards, Rapid Prototyping, Agile/Scrum

Enterprise Search tools: ISYS, MarkLogic, Recommind, Attivio