

Susannah Shepherd

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PROFESSIONAL EXPERIENCE

2010–present

Senior Programmer & Designer – *Panopticon Design*, New York, NY

Lead programmer and designer of an online catalogue raisonné content management system where scholars and researchers can log in and update and add data, in addition to designer and programmer for the outward-facing/read-only online catalogue raisonné websites.

- Built and programmed php pages for back-end users to update and interface with MySQL database
- Designed site architecture and user interface for back-end content management system
- Designed custom MySQL database structure specific for this type of catalogue project
- Work with gallery employees/owners and art scholars to customize and
- Convert existing data from other platforms to fit into our MySQL database structure

2007–2010

Design Director, Digital Media — McGraw-Hill Construction, New York, NY

Lead and direct the development and execution of all creative strategies for over twenty websites, including sites for all magazines published by McGraw-Hill Construction (*Architectural Record*, *ENR*, *GreenSource*, etc.) as well as a dozen other sites for the architecture, engineering & construction professional. Designed and implemented the brand strategy for all of the McGraw-Hill Construction websites, unifying a half dozen disparate magazine sites under one brand, while maintaining the individual magazine identities, site goals and audience needs.

- Collaborating with cross-functional teams to deliver business objectives
 - Work with editorial teams to understand and organize content for best presentation
 - Strategize with product & marketing teams to ensure our advertisers needs are met online, as well as cross-promote our products to align with the business' goals
 - Coordinate with technology team to manage and connect the content and front-end design with back-end technology
 - Facilitate handoffs to production team for site build and launch. Train team on new features, technology and processes used in any new templates or projects
- Design and build initial outline for sites, establishing style guidelines and file structure. Create mock-ups in photoshop, page templates in html and css, and implement front-end javascript coding.
- Create project schedules, keeps projects on-track, troubleshoot issues and solve problems as they arise, understanding the business impact and decisions made during the project.
- Develop layouts for A/B testing, analyze site traffic and surveys and make improvements based on results.
- Implement and integrate social media tools, user generated content and widgets on the sites, improving site traffic and user engagement.
- Create new products for our advertisers to showcase their brands to our target audience

2003–2006

Web Designer – *Architectural Record*, *GreenSource*, *MyHouse* - McGraw-Hill Construction, New York, NY

Designed, created and maintained the magazine websites, in addition to creating over a dozen microsites to supplement thematic issues of *Architectural Record*.

- Designed complete sites in html, css & javascript as well as creating photoshop mock-ups
- Created site architecture, navigation, branding and created all graphic elements for microsites
- Built html templates and supporting files to hand-off to the production teams
- Coordinated and organized web-only content with editors for presenting online

2000–2003

Web Producer — *Architectural Record* - McGraw-Hill Construction, New York, NY

Inputted the magazine's monthly and web-only content into html pages, as well as produced multimedia content for the site.

- Created and edited multimedia content: edited and sized images, created slideshows, shoot & stitched images for 360° panoramas and created virtual walkthroughs, created animations from CAD drawings, and edited video and audio pieces
- Worked closely with editors on placing additional photos, multimedia and text online

AWARDS / PRESS

archrecord.construction.com:

2010 Tabbie Awards: Gold winner for Best B-to-B Website

2010 Neal Awards Winner: Best Integrated Package, Best Use of Video, Best Use of Social Media

2009 Tabbie Awards: Bronze winner for Best B-to-B Website

2008 Neal Award Winner: Best Web site (100k–400k uniques), Runner-up for Grand Neal Award

2008 MIN Best of the Web Awards Winner: Website of the Year – Enthusiast

2008 MPA Digital Awards: Best of the Web: Editorial Excellence, B-to-B

2008 Neal Awards: Best Web site (100k–500k uniques), Runner-up for the Grand Neal Award

B-to-B Media Business Magazine: 10 Great Media Web Sites of 2007

greensource.construction.com:

2008 Neal Awards: Best Web site (<100k uniques)

2007 Ozzie Awards: Bronze award for Web site design for a B-to-B site

EDUCATION

1995–2000

New School University, New York, NY

Five-year dual degree program: **Parsons School of Design** - Bachelor of Fine Arts (BFA); **Eugene Lang College** - Bachelor of Arts (BA)

SKILLS

Dreamweaver, XHTML, CSS, JavaScript, PHP, MySQL, XML, Flash, Photoshop, ImageReady, Fireworks. Illustrator, Quark, InDesign, Acrobat Professional, Microsoft Office

PORTFOLIO

Examples of my work can be found online here: sixeight.net/websites/