

# Jon Lesser

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## Education

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### **University of California, Berkeley**

- » MS, Information Science, 2005 – 2007, GPA: 3.7
- » Focus on Human-Computer Interaction. Thesis: *Delphi: A Faceted Museum Collection Browser*

### **Rochester Institute of Technology**

- » BS, New Media Publishing, 2001 – 2005, GPA: 3.73

## Work Experience

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### **Lead Developer at Repower at Home**

*Alliance for Climate Protection, Washington, DC. November 2010 – Present (1 year, 1 month)*

- » Directed online strategy and implementation for Repower at Home (repowerathome.com), a project that combines online and on-the-ground tactics to encourage people to save energy at home.
- » Developed the site architecture and feature set with an highly-iterative, agile approach that integrated feedback from on-the-ground organizers, web analytics, and rapid prototype testing.
- » Hired and managed one in-house developer, oversaw two contracts with outside graphic designers, and worked closely with an in-house copy writer.
- » Analyzed data from Google Analytics, developed conversion goals with funnel visualizations, and evaluated page designs through A/B testing.
- » Coded in Python (Django) and JavaScript (jQuery) and deployed to an elastic cluster of linux servers running on Amazon Web Services (Nginx/uWSGI/Memcached/MySQL).

### **User Experience Designer and Web Developer at the Center for History and New Media**

*George Mason University, Fairfax, VA. November 2007 – October 2009 (1 year, 11 months)*

- » Led a 10 month transformation of Zotero.org from a product support website into a community website with over 50,000 registered users and thousands of user created groups.
- » Created interaction flows and wireframes for major features on Zotero.org and worked with visual designers to turn the wireframes into XHTML templates styled with CSS.
- » Used object-oriented PHP (Zend Framework), MySQL, Apache, and JavaScript (jQuery) to architect and build a scalable, high-performance website that serves millions of requests per month.
- » Designed and implemented an ATOM over REST API with the lead developer of the Zotero Firefox extension that enables the Zotero extension, Zotero.org, and outside developers, to manipulate users, groups, and millions of synced Zotero library items.
- » Lead programmer on TeachingHistory.org, a collaboration between Stanford University and GMU. I worked with education experts and project leaders to define requirements and priorities. Implemented with Drupal.

### **Web Application Developer at University of California, Berkeley**

*Berkeley, CA. January 2007 – June 2007 (6 months)*

- » Designed and built software for an NSF funded experiment with Professor Coye Cheshire that explored the development of trust within online networks.
- » Used Python (Django), XHTML, CSS, and JavaScript (jQuery) to implement a web application in which research participants engage with each other through different forms of exchange in real time.

## **Teaching Assistant at University of California, Berkeley**

*Berkeley, CA. September 2006 – December 2006 (4 months)*

- » Worked with students one-on-one, developed and led lab sections on Java, and graded assignments on networking and cryptographic protocols for Professor John Chuang's "Distributed Computing Applications and Infrastructure" course.

## **Usability Researcher at Dabble.com**

*Berkeley, CA. May 2006 – August 2006 (4 months)*

- » Identified and characterized active users by mining logs and user generated content with SQL scripts
- » Engaged active users in semi-structured interviews about their usage of Dabble.com and provided design feedback and usability recommendations based on my research.

## **Lab Manager at Rochester Institute of Technology**

*Rochester, NY. September 2002 – June 2005 (2 years 10 months)*

- » Managed twenty-five lab assistants in the School of Print Media and administered their quarterly evaluations.
- » Improved the lab's efficiency with a PHP/MySQL web application that replaced several paper-based procedures and greatly increased information sharing between lab assistants.

## **Web Developer at JazzTimes**

*Silver Spring, MD. May 2004 – August 2004 (4 months)*

- » Redesigned the navigation of JazzTimes.com and implemented a refreshed visual design.

## **Research Assistant at RIT's Digital Media Library Task Force**

*Rochester, NY. March 2003 – May 2003 (3 months)*

- » Researched software and standards relevant to digital libraries and helped to develop and administer a needs assessment survey to RIT faculty.

## **Multimedia Producer at Rochester Institute of Technology**

*Rochester, NY. September 2001 – May 2003 (1 year 9 months)*

- » Produced multimedia content for online courses in color science taught by Professor Bob Chung.
- » Used Final Cut Pro to capture, edit, and compress video for online streaming.

## Specialized Skills

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### **Programming**

- » Python, PHP, JavaScript, Java, and SQL languages
- » Django, Zend, Drupal, and jQuery frameworks
- » API design with REST, SOAP, AtomPub, and XML-RPC
- » Data Modeling and schema design
- » Linux system administration (Ubuntu/Debian)
- » Cloud-based architectures (Amazon Web Services and Google App Engine)

### **Multimedia and Visual Design**

- » Formal graphic design training
- » Expert knowledge of Photoshop and InDesign
- » Video production with Final Cut Pro
- » Audio production for music and podcasting
- » 3D modeling with SketchUp and Maya

### **User Centered Design**

- » In person and remote usability testing
- » Rapid prototyping and wireframing
- » Survey design, administration, and analysis
- » Persona, scenario, and use case development
- » Focus group facilitation
- » Task analysis and contextual inquiry

### **Et cetera**

- » Formal training and practical experience in agile project management
- » A/B test development and analysis
- » Search engine optimization
- » Section 508 compliance

## Community Service

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- » I cofounded the Baltimore Node ([baltimorenode.org](http://baltimorenode.org)), a non-profit hackerspace in downtown Baltimore where people can make interesting things in a collaborative environment. I served as the group's first president.
- » I was deeply involved with Baltimore's bid to be a pilot city in Google's Fiber for Communities project. I worked on online strategy and built a website ([bmorefiber.org](http://bmorefiber.org)) to foster community involvement.