



# Rob Matyas

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Web developer with strong background in Web and print design, as well as progressive experience in production management and client services.

## Experience

### WebMD Health

New York, NY / Cambridge, MA

Web Designer/Developer

October/04—present

Responsible for growth and design of Medscape.com, eMedicine.com and secure physician-centered sites.

- Spearheaded the move of both Medscape.com and eMedicine.com to 100% standards compliance by writing and maintaining XHTML, CSS and JavaScript templates, including the creation of new front-end designs. Revised creative look-and-feel and navigational structure based on documented usability studies.
- Design and development of client-sponsored media. This includes coordination with various stakeholders and a thorough review process to ensure a product in line with customer needs.
- Work with clients and development staff to meet revenue targets and ensure positive user experience.

### Hasbro, Inc.

Pawtucket, RI

Graphic Designer

September/02—May/04

Conceptualization and execution of print designs and advertisements.

- Served as liaison to Creative Services, Marketing and other staff to independently drive multiple products.
- Provided aesthetic guidance to studio team and interns based on market data and brand experience.
- Served in a project management capacity for collateral development staff. This included direction of photographers, coordination with co-located production staff, managing vendor relationships, and monitoring adherence to brand standards.

### New Dream Network

Boston, MA / Huntington Park, CA

Web Developer

December/00—September/01

Designed and implemented UI for online suite of applications for Dreamhost.com and NDN Keywords.

- Implementation of Perl modules and maintenance of MySQL user databases.
- Managed IT networking solutions, installations, network configuration, and maintenance of a multi-user network.

### Smith College Advancement

Northampton, MA

Web Production Manager

March/00—December/00

Managed the design and implementation of Smith College Advancement and Alumnae Association websites during a \$500 million dollar campaign.

- Managed implementation of a secure Alumnae portal site for more than 10,000 alumnae association members.
- Assisted alumnae groups in design and maintenance of club and class sites.
- Produced Quicktime and RealAudio streams of college events.

## Skills

### Digital

Expert ability in hand-coding XHTML/HTML websites with CSS-based page layouts. Extensive knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign, GoLive), QuarkXPress, BBEdit, Acrobat, Dreamweaver, Flash, Fireworks, Freehand, and Filemaker Pro. Working knowledge of JavaScript, Perl, PHP, SQL, and AppleScript. Able to work simultaneously in multiple OS environments (Mac OS 7-X, Windows 95-XP, Unix).

### Analog

Strong fine arts background with extensive abilities in photography (b&w, digital, experimental), color theory, drawing/illustration, painting, and sculpture (bronze casting, woodworking, clay, and plaster).

## Education

### University of Massachusetts, Amherst

2000 BFA in Computers/Design/Photography (CDP), 3.56 GPA

*References and portfolio available upon request.*