

# Robert McDiarmid

(415)3087885 email @ [robert@robertmcdiarmid.com](mailto:robert@robertmcdiarmid.com) portfolio @ [robertmcdiarmid.com](http://robertmcdiarmid.com)

## PROFESSIONAL PROFILE

- **Elegant visually, striking designs** with a proven track record of innovation and fresh ideas using the latest tools, complemented by project management skills to take concepts and make them happen.
- **Solutions that work for the long term** to create rich, interactive user experiences while staying true to industry standards and clean, professional code.
- **Problem solving skills matched with business savvy** resulting in razor sharp communications on the web and deploying technology to build successful solutions that drive content home to users on multiple platforms.
- **Project Management Wizard** who coordinates communications, information, and highly skilled professionals to meet technology needs and resource evaluation assuring smooth, efficient progress.

**Graphic Design**  
26 years experience



**Logo Design**  
20 years experience



**Web Design**  
15 years experience



**HTML, CSS**  
15 years experience



**Drupal/Wordpress**  
7 years experience



**PhP/mySQL**  
5 years experience



**JQuery**  
1 year experience



## TECHNOLOGICAL EXPERTISE & CAREER ACCOMPLISHMENTS

### **Web Technology Instructor (2006 - Present) AcademyX - San Jose CA and San Francisco CA**

Ongoing freelance instructor teaching web design and development classes in Drupal, Word Press, HTML, CSS, Javascript, PHP, Sharepoint and Dreamweaver.

### **Web Developer/Drupal Integration Specialist, (2010 to present) Teksystems Inc. – San Jose, CA**

- **Paypal (July – December 2011)**  
Temporary project building the framework for an internal knowledge base.
- **Stanford University (2010-2011)**  
Redesigned the master templates for Stanford University's web properties and migrate into the **Drupal** content management system. Upgraded their website design to follow the highest industry standards for **web accessibility**. Designed custom Drupal modules in **xml and php** for calendaring, e-commerce and full online ordering for all retail outlets, eCatering, conference room management, housing and viewing dining opportunities on campus. Design of custom online ordering shopping carts for catering and hospitality retail outlets.

### **Web Director & Graphic Artist (2006-2010) Entercom (Top 10 Stations in the #4 Market in the Country)**

102.1 Classical KDFC, 96.5 Lite Rock, Less Talk KOIT, 95.7 The Wolf Country KBWF

- (January 2010) Designed and launched interactive iPhone applications for all three stations fed by easily adaptable **XML feeds and RSS**.
- (July 15 2009) Debuted **PHP based** classical music database and purchasing engine – tag teaming with the database provider, classical music provider and iTunes; providing a one-of-a-kind music library.
- (September 2009) Joined sustainability and green business practices taskforce as part of a nationwide corporate initiative. Set up “1Thing” green pages on all station websites and led effort to move all printed collateral to 100% recycled materials. Negotiated **integrated XML and RSS** feeds from multiple vendors so content can remain fresh and relevant.
- (July 2008) Redesigned the logo for 96.5 KOIT and implemented complete digital and print identity package for the #1 radio station in the San Francisco market. Designed and rendered in **Adobe Creative Suite CS3** in all mainstream media formats.
- (April 2008) KDFC voted “Best Digital Content” across 250 Entercom Communications radio websites nationwide. Awarded Entercom President’s Award by peer web directors, program directors and executives.

### **Senior Digital Design Specialist, (2002 – 2006) Boise State University**

- (March 2005) Led design team to facilitate revision and redesign the university’s brand on the internet – including an entirely new homepage and hierarchal design. This project required collecting input on the needs of students, faculty and alumni. Launched forward-looking, scalable homepage which speaks to the true vision of the University through fresh graphics and text.
- (September 2004) Awarded CASE Gold Medal for the University's branding marketing campaign, "Beyond the Blue" capitalizing on the University's Top-25 Football program to highlight programs and opportunities beyond Boise State’s blue football field.

### **Digital Solutions Developer (2000 – 2002) Hewlett Packard**

- (October 2001) Led technical team through the development, testing and implementation of XML-based Web application designed to read any directory on the network and present the information as a Website conforming to the HP Intranet template. Allowed teams to share files over the Intranet cross platform and created a new style of networking for technical teams spread across the world.

### **Change Management Coordinator, (1998 -2000) Swedish Medical Center**

- (February 1999) Recruited by hospital administration to create new staff position concentrating on managing technological change between the OIT and Nursing Departments. Created an open atmosphere for technological innovation, while putting patient care and customer service first. Served as GroupWise email client administrator.

### **Software Trainer, (1995-1998) USWest Communications**

- Trained workforce at Seattle and Portland offices in the Microsoft Office Suite – as well as the emerging use of the internet as a networking tool.

### **Submarine Cryptography Specialist (1985-1989) US Navy**

- Responsible for the configuration and maintenance of communications and electronic warfare technology aboard nuclear submarines.