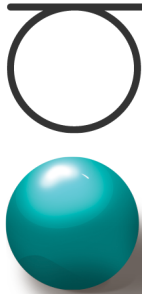


# joshu



## Joshua Ball - User Experience Creator

Passionate Front-End developer / UX Designer / team lead with 9+ years extensive experience in building exceptional user interfaces, designing web and marketing material, and leading teams. Strong focus on site usability, user experience development/design, and accessibility. Advocate for standards-compliant markup and application optimization. Very successful in creative approaches and resource/project management. Strong problem solving skills with the ability to multitask with constant interruptions. Excellent customer service and oral/written communication skills with the ability to communicate and work with all levels of leadership. Detail-oriented individual with solid organizational skills and a history of positive work relationships at all organizational levels.

### TECHNICAL EXPERTISE

**ADOBE:** DreamWeaver, PhotoShop, ImageReady, Fireworks, Flash, Illustrator, InDesign, Acrobat, Flex2, Premiere Pro, After Effects, Encore. **MS:** Visual Studio.net 2008, Visio, Visual Source Safe, Word, Excel, Access, PowerPoint, Publisher, Outlook. **CLIENT-SIDE LANGUAGES:** JavaScript, jQuery, jQuery UI. JQuery Mobile, Prototype, Scriptaculous, VBscript, ActionScript 2.0 & 3.0, Objective C. **SERVER-SIDE LANGUAGES:** Ruby on Rails, J2EE, C#, ASP.net, ASP, PHP, SQL, MySQL. **MARKUP AND LAYOUT:** HTML, XHTML, CSS, XML, XSLT, XAML. **SERVER:** Apache Sling, Apache Felix, JBoss, Windows 2000 Server, Windows Server 2003, IIS 5.X, IIS 6.0, Apache Tomcat 5, Mongrel. **OS PLATFORM:** Windows, Mac OS, Unix, Ubuntu. **BUSINESS TOOLS:** MOSS, WSS, Serena Collage, Drupal.

### EDUCATION

- ✚ A List Apart: An Event Apart (2009, 2008)
- ✚ User Interface Engineering: UIE Web App Summit (2008)
- ✚ Nielsen Norman Group: Application Usability, Usability Testing Fundamentals (2007)
- ✚ Thunder lizard Productions: Web Design World (2007, 2006)
- ✚ **California State University, Sacramento:** Bachelors Degree - Management Information Systems (2003)

### EXPERIENCE

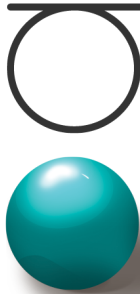
**Manger - eServices, Board of Equalization - Sacramento, CA**

**2/2011 - Current**

**Projects: BOE ePay**

I manage the eServices team that is responsible for creating and maintaining all of the electronic services that allow all Californians to register, file, and make payments with the Board of Equalization. After joining the team, I was tasked with the creation of a mobile app for both the iPhone and Android platforms that would extend the payment and registration services. Because reuse and efficiency is a big priority in all California State Agencies, a single HTML5 web-based application was built that could be easily wrapped inside of a Webview for both platforms. This allowed the apps to be very lightweight, and the majority of the functionality of the overall application to be controlled by a single codebase. I did the majority of the development myself while utilizing the dual-developer model to get new staff up to speed that I hired specifically for the mobile discipline. The 1.0 release went live in April of 2012 and allowed registered taxpayers to register electronically, maintain their online accounts, and make payments to the BOE. The 1.1 release included usability enhancements, and the 1.2 release will allow all Californians to make Use Tax payments to the BOE.

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## EXPERIENCE CONT.

**JavaScript/Front-End Developer, meltmedia - Phoenix, AZ**  
**Projects: Biooncology Research Sites, Rituxan Site, Toolbox**

**6/2010 - 2/2011**

As Genentech is the main client of meltmedia, I worked on many of their sites doing Front-End development. On any particular site, I would be working with Actionscript 2 or 3, native JavaScript, jQuery, or Prototype. Using industry best practice, I would progressively enhance the design that is already in place to create a richer user experience, or I would build a complete client-side application. My work has included custom video players, dynamic/interactive Web features, and ActionScript → JavaScript interaction. A side project that I built is called Toolbox. Meltmedia utilizes JBoss/Apache Sling as the Web server platform, and Toolbox extends the functionality of Sling to allow creation/deletion/updates of site content to happen inside of the browser. For static sites, this eliminates the need for a development environment and reduces development time. The tool is currently used in-house.

**UI/UX Designer, Dept. of Housing and Community Development - Sacramento, CA**  
**Projects/Tasks: Intranet Creation, Usability Testing, Public Speaking**

**5/2009 - 1/2010**

Tasked with the creation of an intranet site for the organization. Conducted usability testing sessions (user interviews, card sorting activities, and creation of personas) to determine the content that was truly important to the organization and would become the intranet. Chose Drupal (hosted on a Unix server running Apache) as the CMS to host the content and put in place a permission structure to allow for end-user maintenance. Created the design and implemented it using HTML, CSS, custom JavaScript, jQuery, and Flash. Deliverables included usability testing results (data and graphical), wireframe diagrams, design mockups, functional prototypes, and styleguides.

**UI/UX Designer, California State Teachers Retirement System - Sacramento, CA**  
**Projects: Site Creations/Redesigns, Rich Interface Development, Video Creation**

**9/2005 - 4/2009**

Created the User Interface Design team with another coworker, and developed the user interface coding and design standards that are in place for the use of HTML, DHTML, CSS, JavaScript, AJAX, and Flash. With these standards, I developed and implemented many complex, rich interface, data-driven Web sites and applications. I attended requirements gathering meetings to create impromptu interaction diagrams to help generate business requirements. I created wireframe diagrams, storyboards, and prototypes (paper and functional) as design deliverables, and generated styleguides and UI functional specs for proper interface maintenance once the projects were complete. I created the all-staff appreciate videos as well as many other promotional videos for the organization. I wrote, filmed, acted in, directed, edited, and produced these videos.

**Team Lead/Lead Designer - Web Maintenance Team, CalSTRS - Sacramento, CA**  
**Projects: Site Redesigns, Team Leadership**

**9/2003 - 8/2005**

Led the Web Maintenance team at CalSTRS and created usability/accessibility/coding standards and served as the technical lead and representative to management and all business areas. Served as a technical expert for the Web Maintenance team with regards to the technologies they use to maintain their Web sites/applications (Serena Collage Content Management System, Apache Tomcat, and IIS). During my time as lead designer, I redesigned the intranet site, and put in place a Content Management System (CMS), Serena Collage, to interact with the new design and allow updates to be done by the content owners. Built a custom DHTML/XML/CSS layout to interact dynamically with the CMS, and taught existing staff to use the layout and develop with the CMS. Built various Web-based business applications (search engines, online form submittal pages, email relay program).