TARA CLEVELAND

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PROFESSIONAL PROFILE

Flexible, adaptable and intelligent - 'If I don't already know it I can find it out!'
A motivated initiative-taker, skilled in balancing the needs of multiple stakeholders to produce communications that meet your priorities.
A strong aptitude for usability, interface design and information architecture.
Over 20 years of experience in web design and development technologies.

EMPLOYMENT AND FREELANCE EXPERIENCE

September 2001 – present
Freelance and Contract Website Design

- Developed online marketing and communications strategies for small businesses and non-profit organizations.
- Adapted and augmented open source software to develop content management systems for clients.
- Designed and developed sites for small local and large multinational companies.
- Rebuilt and redesigned several sites and web applications to achieve standards compliance.

December 2015 – present
Tech Person - RiseUp Digital Archive (contract and volunteer)

- Built an online archive of Canadian women's movement material as a member of a volunteer collective.
- Using WordPress as a base, a modified version of advanced custom fields and a theme created from scratch, the archive now has over 1000 pieces of material - complete with metadata that uses Open Archive and JSON standards.
- Worked with volunteers and contract staff to design a system to scan, OCR, upload and input metadata that has resulted in material with over 90% correct OCR word count, plus a fully searchable database of metadata for material that is visual or audio.
- Developed Mailchimp templates and an email strategy that has grown the organization's base and resulted in thousands of dollars of donations.

September 2016 – February 2017
Technology Lead - SheEO (full-time contract)

- Designed an overhaul of the myriad of cloud software used by SheEO to truly integrate their offering from a user perspective and to eliminate data inconsistencies across platforms and increase client retention.

SKILLS

Software and CMS:
WordPress, Drupal, Adobe Creative Suite, Google Apps

Coding: Standards-based HTML, CSS, JavaScript, PHP.

Operating Systems: Mac, Windows, some familiarity with UNIX

EDUCATION

2010-2013
Open University (UK)
Msc in Development Management

1996-2000
University of Toronto
History of Science and Technology

1996
IADT
Diploma in Computer Graphics

1994
University of King's College
Foundation Year Programme

- Administered SheEO's online tools including Salesforce, Google Apps, MailChimp, Eventbrite, Formstack, Squarespace, Workato, Zapier, Stripe, and Fluidreview; customizing them to meet SheEO's evolving needs.
- Updated the website, liaised with staff and stakeholders to capture needs.
- On-boarding and off-boarding staff on tech systems, including license procurement and training.
- Coordination with external IT contractors and IT vendors.

May 2007 – July 2008
Lead Web Developer – Project Spot Portal Team - IBM and BSkyB (full-time contract)

- Worked with the Portal team and the client to build the site according to the design requirements supplied by external marketing and branding agencies.
- Designed sections of the site within the look and feel of the brand.
- Responsible for ensuring site met accessibility, usability, standards and coding guidelines.
- Built interactive features of the site using a cohesive javascript library.
- Initiated team-wide security audit to guard against cross-site scripting.

July 2006 – May 2007
Webmaster - Trinity College at the University of Toronto (part-time contract)

- Directed and implemented content migration from outdated CMS to a new system.
- Adapted the design and information architecture to the changing needs of numerous stakeholders.
- Liaised between the college staff and system administrators and faculty.
- Proposed, persuaded a large group of stakeholders to agree to, and implemented substantive improvements to the previously approved design.
- Recoded the custom content management system (CMS) templates to achieve standards compliance.
- Rebuilt entire 400 page website using Drupal - in less than one week.
- Developed an analysis of the College's custom CMS in comparison to standard features in other CMSs with regard to the needs of the College.

December 2000 - September 2001
Senior Designer - TiCorp Interactive

- Designed graphical interfaces and information architecture for intranet applications with a small team of creative and technical staff.
- Primary designer of a web-based document management system for a government ministry.
- Facilitated the planning and implementation of a quality assurance and bug testing system.
- Worked closely with the engineers and the art director to develop functional specifications.

VOLUNTEER EXPERIENCE
Royal Park Community Consortium (2009-2011) - Financial director, board member

Geekup (2009) - Member and interim meeting organizer

Evolt.org (2000-2008) - Steering committee member and organizer of TOevolt 2004 conference

Making A Commercial Case for Adopting Web Standards (MACCAWS) (2002-2004) - Co-founder, steering committee member and leader of the Marketing Group