

CAPABILITIES Technology / Web 2.0 Web Applications Project Management
Public Speaking Handheld Technologies Web Design

HIGHLIGHTS **Toura**

- Managed and consulted on a large scale mobile project with the Art Institute of Chicago for their French Impressionism App. Worked on layout, digital media inclusion, beta testing and troubleshooting, and final deployment to app markets.
- Helped engineer with other colleagues Toura's Mobile App Producer (MAP) from the ground up. MAP allows organizations to build mobile applications using their existing digital content for deployment to smartphone platforms.

San Jose Museum of Art

- Pioneered the museum's first iPod and cell phone tour which included tour stops for each work of art while integrating narration and music to create a rich audio experience.
- Invited to present at the Tate Modern Handheld Conference, American Association of Museums Conference, Museums and the Web, and the Museum Computer Network.
- Conceptualized and designed a highly innovative iPod Touch / iPhone handheld tour that leveraged Web 2.0 technologies, for Robots: Evolution of a Cultural Icon. Incorporated a feature-rich section around the permanent collection and a visitor feedback form.
- Created and produced a video that functioned as a cost-effective marketing tool and interactive/interpretive component for Road Trip. Video is currently one of the museum's most popular with more than 80,000 views on YouTube. Also selected as a YouTube Featured Video.

EXPERIENCE **Toura, New York, NY**

Program Director (2010 - Present)

- Work closely with clients to ensure proper training on Toura Mobile App Producer (MAP) Platform. Assist with questions and guide the creation and layout of mobile tours.
- Work with company software developers providing input into product development, bug fixes and provide a "museum" perspective toward features and functionality.
- Maintain support documents and support site providing MAP users a rich Knowledge Base to assist them with app building
- Compile apps for clients for testing purposes and for final submission to the various app markets
- Manage Toura's programming team

SAN JOSE MUSEUM OF ART, San Jose, CA

Manager of Interactive Technology (2005-2010)

- Conceive, initiate, and drive ground-breaking digital projects that leverage cutting-edge Web 2.0 technologies and interactive platforms to present and promote art exhibitions and programs.
- Function as core producer of online and in-house digital content, both audio and video.
- Determine strategic direction for web-based initiatives crucial to the museum's growth.
- Team with museum staff to create innovative, usable content for rich digital experiences.

EDUCATION

San Jose State University, San Jose, CA - 1994

Master of Fine Arts, Visual Art

University of California, Santa Cruz, Santa Cruz, CA - 2005

Web Design Certification

San Jose State University, San Jose, CA - 1991

Bachelor of Arts

PUBLIC SPEAKING

- *Creating Mobile Content*, Museums and the Web, 4/2010
- *Framed! An Intro to Mobile Frameworks for Mobile Tours*, Museums and the Web, 4/2010
- *Just a Touch Away: Mobile Tour Basics and Best Practices*, California Association of Museums Conference, 3/2010
- *The Little Engine that Could: Mobile Tours on a Shoestring Budget*, Learning Times Handheld Conference, Online, 6/2009
- *From Audiotours to iPhones*, Tate Handheld Conference, Tate Modern, London, 9/2008
- *Using Technology to Elicit Visitor Feedback*, American Association of Museums Conference, Denver, CO, 4/2008
- *Beyond Launch: Museum Videos on YouTube*, Museums and the Web, Toronto, Canada, 4/2008

HONORS

- *MUSE Award for Public Relations and Development*, American Association of Museums Media and Technology Committee, 2009
- *MUSE Award for Extended Experience*, American Association of Museums Media and Technology Committee, 2006

AFFILIATIONS

- *American Association of Museums*, 2007-Present
- *Museum Computer Network*, 2007-Present

SYSTEMS

Web Development: XHTML, CSS, PHP, JavaScript, AJAX

Software: Photoshop, Illustrator, Microsoft Office

Apple: iPods, iPhones, iTunes, iMovie, Museum-Mode, Final Cut, Garageband

Web 2.0 Platforms: Flickr, YouTube, Facebook, Twitter, Digg, Delicious, Vimeo, Google Analytics, Basecamp, Odeo, WordPress, Movable Type, RSS feeds