

Professional Summary

A creative problem-solver with 15+ years of experience as a creative technologist delivering innovative and user-centric solutions at the intersection of design and technology to achieve measurable business outcomes. Proven ability to translate complex needs into reliable yet flexible solutions. Expertise includes: UI/UX design, WCAG accessibility guidelines, development, and maintenance of complex server and cloud supported systems. Consistently improved key metrics (including traffic, user engagement, conversion rates, system uptime). Skilled in leading teams, training users, and fostering strong client and user relationships. Experienced in administrating servers and maintaining network reliability. Experienced with issues related to security as well as natural disasters such as hurricanes. Mission focused on using technology to deliver creative messaging to widely diverse audiences with a variety of both virtual and real world media.

Skills

Experience

Freelance / Contract

Various

Design/Art Direction

1984/06 – present

Projects for direct client work includes art direction and consulting, logo development, advertising plans, websites, and other creative works. This includes projects like t-shirts, signage, video as well as social media, television, radio, and newspaper advertisements.

Creative business planning, business research, project development and guidance for various levels of creative production including website and web application development comparisons and iteration planning.

Time tracking and billing for client projects and vendor services.

Sample work is available at:

Freelance Projects - <https://swampthings.org/category/freelance/>

Logos - <https://swampthings.org/tag/logo/>

Grand Canyon Education

Phoenix, AZ (remote)

Frontend Web Developer

2022/04 – 2024/05

Develop and maintain various university websites using WordPress, Drupal, ReactJS. and other tools.

Develop solutions using PHP, Javascript, ReactJS, and other front-end development libraries.

Work and communicate within a design, QA, and development team on various projects.

Use Azure Devops and GitHub for project management, code management, and website deployment.

Use various testing tools like SiteImprove and Unlighthouse to ensure accessibility and performance.

Perform code updates to NPM and other packages in PHP, Javascript, HTML, CSS, and other languages to improve user experience, accessibility, and performance.

Tulane University, Howard-Tilton Memorial Library

New Orleans, LA

Web Developer II

2018/11 – 2021/09

Develop and maintain Library websites using Drupal 7, 8 & 9), WordPress, OJS, and other open source software.

Coordinate third party vendor systems with Library development for both hardware and software.

Work with Campus IT to test and enhance a CI/CD Linux Drupal and Wordpress agile workflows.

Support and maintain Library staff computer inventory using KACE (transitioning to SCCM).

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<https://swampthings.org>

Nicholls State University
Thibodaux, LA

Website Manager
2003/01 – 2018/08

Design, program, and maintain modern, responsive, and accessible web sites for effective communication with prospective students, current students, faculty, staff, donors, and visitors using PHP, Javascript, CSS, HTML and other production programming and scripting languages.
Coordinate, train, and support staff, writers, designers, and other content creators including contract vendors.
Instruct, guide, and evaluate student workers and interns.
Manage user accounts and web sites for faculty, department, and student projects.
Maintain and develop websites using WordPress, WordPress Multi-site, and other systems and techniques.
Coordinate with technical departments to maintain and support virtually hosted cloud based infrastructures.
Administer Linux(SELinux) based servers for web and database production and development.
Create documentation and policy based on student, faculty, and administrative needs.
Collect, analyze, and interpret usage data to improve accessibility, communication, and usability including search engine optimization(seo) and social media exposure.

Xspedius
Lake Charles, LA

Senior Web Developer
2000/07 – 2002/09

Maintain corporate branding identity for all Web resources and customer utilities.
Coordinate with Intranet and Internet programming teams to develop Web site interfaces.
Maintain and administer Web servers on Linux and Solaris.

Louisiana Tech University, School of Art
Ruston, LA

Assistant Professor
1999/08 – 2000/05

Instruct classes for print production using QuarkXpress, InDesign and Photoshop, classes for Web production using HTML, CSS, and Javascript with Dreamweaver and other software, and classes in multimedia design using Macromedia Director/Flash and other software.
Writing course documentation and syllabi.
Maintain MacOS Server (AppleShare, Netboot).
Administer, troubleshooting, and testing the School of Art network and labs.

WorldCom
Monroe, LA

Programmer Analyst
1996/05 – 1999/08

Creative development - iAmerica Internet services product Development includes; print (book), CD Rom (mastering for print/distribution, Websites, and software / server development and management.
Website Creative Direction, Project Management, and billing for iAmerica Web site clients.
Server support and administration for hosted Web servers using Windows and Solaris for Web and Email.

Education

Louisiana Tech University
Ruston, LA

Bachelor of Fine Arts in Graphic Design (Cum Laude)
1995

US Army Armor Center (former)
Ft. Knox, KY

US Army Basic & Advanced Training (M1A1 Tank Crewman)
1989

Resources

Public Github Development Projects: <https://github.com/ev3rywh3re>
WordPress: <https://profiles.wordpress.org/ev3rywh3re>
LinkedIn: <https://www.linkedin.com/in/jessplanck>
Facebook: <https://www.facebook.com/jesse.planck>
X: <https://x.com/ev3rywh3re>

Additional work experience is available by request.