JIM KIRBY

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Summary

As the manager of the Community College of Rhode Island's website design and content, I was responsible for the website's overall look & feel, ensuring that it's designed in compliance with the latest web standards for maximum compatibility with all operating systems, devices, and screen sizes. I was also responsible for ensuring that the site met all state and federal accessibility standards and laws, as well as the college's graphic standards. I supervise the creation of templates and web graphics used within the content management system and the development of the various department, programs, and organization sub-sites.

I also oversee the development, coordination, management, and ongoing maintenance of the content on the public areas of CCRI's website and provide graphical customization of the private domains and third-party systems within the ccri.edu domains such as MyCCRI, Blackboard, and Banner.

I oversee web development training for faculty, staff, and students, including the development of tutorials in support of the college Web Content Managers. I have developed instructional guides for the development of HTML code, the production and editing of web graphics, and the use of cascading style sheets toward the goal of producing web-standards compliant websites.

As an instructor in the Computer Studies department, I have taught *Intro to Web Site Development*. In essence, a course designed to familiarize the student with the development and publication of simple World Wide Web sites. The students learn to create a website using a template, publish to a server, customize, and manage web pages and images. The students got to set up and use interactive forms on the Web, use subsites, customize tables, and add a search tool to a website. I introduce students to cascading style sheets (CSS) as a means to maximize the accessibility of their web pages by separating design from content. I teach this course using the WordPress content management system (CMS).

I have also taught courses in *Introduction to Computers* and *Basic Computing*.

I began my web design and web management career in 1997 at Bridgewater State University and Brown University before joining CCRI in 2001.

Before becoming a web designer, I was the **Director of Advertising & Marketing** for NHD Stores, Inc., Stoughton, MA, where I developed and implemented all advertising and marketing

strategies for the 33-store retail chain. I was also the **Director of Advertising** at Paperama Party Supply Stores, Hingham, MA, where I developed and executed all advertising strategies for the 16-store retail chain. I also served as Creative Director for all advertising, store openings (11), and sales promotional programs. I also developed annual and daily sales projections for the chain.

I directed in-house creative and production staff at both companies and produced all promotional content using outside creative services such as ad agencies, photography, video, and sound studios. I was the creative copywriter for radio and TV commercials and was responsible for all media and print buying.

Work Chronology

2006 to 2015
[Community College of Rhode Island](#)
[Computer Studies & Information Processing](#)
Instructor

From 2006 to 2015, teaching *Intro to Web Site Development* -a course is designed to familiarize the student with the development and publication of basic World Wide Web sites. The students learned to create a web site using a template, publish to a server, customize & manage web pages & images. During the middle 5-week portion of the course (weeks 6-10), the students learned to create and use interactive forms on the Web, use subsites, customize tables and add a search tool to a web site. During the final 5-week portion of the class (weeks 11-15), the students learned how to maximize the accessibility of their web pages by separating design from content through the use of cascading style sheets (CSS). In 2013, I began teaching this course using WordPress.

From spring 2011 to 2015, I taught *Introduction to Computers*

2001 to 2020
[Community College of Rhode Island](#)
[Information Technology Department](#) – [Web Services](#)
Manager, Internet Technology, Design & Content

I was responsible for designing the web site's overall look & feel and creating the accompanying page templates and web graphics used to develop the various department, program, and organization sub-sites. I oversaw the development, coordination, management, and ongoing maintenance of the content on CCRI's public Web site. I provided graphical customization of the site's private areas such as MyCCRI, Blackboard, and Banner.

Provide end-user support for faculty, staff, and students for their Internet technology needs.

Develop and conduct Web and graphics related [training programs](#) for faculty and students.

1999 to 2001
[Brown University](#), Providence, RI
[The Education Alliance at Brown University](#)
Information Analyst/Consultant (Web Designer)

Managed the organization, content development, and interactive components of web-based information services for designated programs of **The Education Alliance at Brown University**, a reform support organization committed to advancing equitable educational opportunities that prepare all student populations to succeed in the 21st century. Designed, implemented, and managed web-based information services. Responsible for "look and feel" plus graphical user interface designs for all Alliance web sites. Created Web graphical and HTML elements using photo, image, and HTML editing tools and techniques appropriate for a web environment. ([Awards](#))

1998 to 1999
[Bridgewater State College](#), Bridgewater, MA
User Support/Information Technology Department
Staff Assistant, Web Site Manager

Responsible for the development, coordination, management, and maintenance of the college's web site. Serve as liaison with departmental information providers to assist in content development, ensure consistency of style, and coordinate additions to the site. Recommend and maintain web site policies, publishing guidelines, and resources for developers. Collaborate with Technical Services and Software Development departments to integrate new technologies, multimedia assets, and database applications with the web site. Recruit and train student assistants to develop and convert web content. Design original graphics and graphical elements and prepare photo images for web publication—plan and conduct technology workshops for staff and faculty. Work with student assistants to develop various departmental web pages.

1997 – 1998
Bridgewater State College, Bridgewater, MA
Information Services Department
Graduate Assistant, Web Site Developer

I assisted in the development and management of the college's web site. Duties included: Assisting various academic and administrative departments by designing original graphics, developing text content, and preparing photo images for web publication. Planned and conducted technology workshops for staff and faculty and worked with students to create various departmental web pages.

1992 – 1996
NHD Stores, Inc., Stoughton, MA
Director of Advertising & Marketing

I created and implemented all advertising and marketing strategies for a 33-store retail chain. I used computer graphic design and photo-editing applications, such as CorelDraw and CorelPaint,

to develop layout and merchandise presentation for the print advertising program. I used graphic design computer programs to design all promotional signage, bags, and special event materials. Used spreadsheet applications to manage multi-million dollar advertising and marketing budgets. Managed in-house staff and several outside creative services.

1984 to 1992
Paperama Party Supply Stores, Hingham, MA
Director of Advertising

I developed and executed all advertising strategies for a 16-store retail chain. I served as Creative Director for all advertising, store openings (11), and sales promotional programs. Selected, trained, and directed in-house creative staff and outside creative services such as Ad Agencies photo and sound studios. Developed daily sales plan per store and total chain. Developed and managed a multi-million dollar advertising budget.

1977 to 1984
South Shore Publishing Co., Inc. North Scituate, MA
Art Director

Coordinated and oversaw the creative services department. Traveled extensively, providing creative/technical services to established clients. I supported the sales force by demonstrating our creative services during prospective client sales calls. Developed new and unique methods for color separation, which generated new business and strengthened customer relationships. Selected, trained & supervised a large creative staff.

1996 to present
WebKirby.com, Pawtucket, RI
Web Designer & Consultant

Provide technical and creative support and services to a variety of public and private institutions and individuals. I conduct web-technology seminars and workshops in various web-authoring and photo-editing applications. My specific services include web design and development, digital photography, photo editing, logo, and corporate identity development, digital as well as traditional illustration and graphic design.

Education

University of Massachusetts, Amherst
BFA in Studio Art, Painting - 1977

Bridgewater State University, Bridgewater, MA
Teacher of Visual Arts
Selected courses in a Post-Baccalaureate Program for Provisional Certification with Advanced Standing for Grades 5 – 12.

[N. E. School of Art/Suffolk University](), Boston, MA
Selected Fine Arts, Graphics, and Liberal Arts courses.

Selected Publications: Online portfolio: [jimmykirby.com]()

Academic Focus

Computer Studies and Information Processing
Web Design
Studio Art

Areas of Expertise

Website Design - Information Architecture - User Experience (UX)
Photo manipulation
Studio art

Operating systems: Windows, Mac, and Linux
Graphics applications: Adobe Creative Suite, Corel Painter, Figma
Video Editing: Adobe Premiere, Camtasia Studio
HTML, XHTML, CSS and web authoring tools: Dreamweaver, BBEdit, SharePoint Designer,
Content Management Systems: WordPress and OmniUpdate
Spreadsheet, word processing, and presentation multimedia: Open Office, MS Office 2016 &
Office 365

Awards & Honors

- Community College of Rhode Island
  - [2014 Medallion Award Winner]() – **Gold for Best Microsite** (CCRI's 50th Anniversary site)
  - [2013 Medallion Award Winner]() – **Bronze for Best Electronic Newsletter** (CCRI Crier and Student Crier)
- Brown University
  - [The Knowledge Loom]() (Microsite, 1999)
    - **Named one of the "Top Ten Professional Development Websites"** by the staff of The Guidance Channel E-zine in August of 2004.
    - My web design was recognized by the Association of Educational Publishers as the **outstanding product** in the Category: Technology-Supported Professional Development Resources for 2001.
    - **My site design received an "A" Rating** from Education World. **"Well designed, concise, and visually appealing."**
    - **My site was named a 4-star site** (5-star being the best) in Pacific Bell's Knowledge Network "Blue Web'n Site."
    - Net Day Compass: chosen as the **"Editor's Choice"** in category: Best Practices & Real Stories