

**Jon Child** - Resume

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**INTERACTIVE TV: Publishing Systems, User Interface and Information Architecture**

**CloverLeaf Digital LLC** - [2003-] <http://www.cloverleafdigital.com> - Walled Gardens, Portals and Games

- Designing and building a LAMP based publishing system that handles a wide variety of set top boxes, browsers and client requirements.
- Determining optimal UI for each set top box and browser combination.
- Creating a variety of scraping systems for authorized content from the web.
- Creating a suite of tools for Customer/Community Generated content with the ability to upload data, images and videos.
- Created a suite of games for iTV in PHP that are completely server side for "challenged" set top boxes featuring Blackjack, Freecell, Minesweeper, Tic Tac Toe with Leader Boards and Admin included.
- Creating system health checking scripts and web-based management tools.
- Creating a suite of tools for customers for stats, surveys/polls, system messaging, etc.
- Created an IE based localizable news and information portal that plays itself including web codec videos.
- Creating widgets and content systems for various set top box manufacturers.

**DIRECTOR/SHOCKWAVE LINGO PROGRAMMING**

**i3 Information & Imagination Inc.** - [1998-2004] (freelance) Lead Programmer and Interface designer for many projects

- pdi3 - Their own proprietary shell program for Director based presentations with the ability to organize & create presentation elements and additionally to jump to PowerPoint, Acrobat, the web and return. "Looks, acts and feels like a 32bit app."
- AT&T Net.Working - Included an interface for updating the presentation easily.
- Bayer "Life after Residency" - featuring varied uses of QuickTime.
- MasterCard - A multi-player game with competitive scorekeeping for multiple PCs in a convention environment.
- PanAmSat - a rich presentation that can be run either within or outside the PDi3 environment.
- Additional presentations for: ADP, Barnes & Noble, Blue Cross/Blue Shield, Cdradio, Clarite, Concert, Dendrite, GE, IBM, InfoMedics, International Paper, JP Morgan Chase, Katz, Mobius, OmniLynx, Oracle, Perdue, Price-Waterhouse-Coopers, Scient, Starwood and WestLB.

**"Focus On Fundamentals"** - William Duckworth - [2000, 2003] Programming & UI Design

- CDrom project as part of the best selling textbook on fundamentals of music. A series of exercises for learning and writing music.
- QA department said it was the first time they had no bugs to report.
- Developed a simple musical notation engine.
- The student can write and hear back scales.
- A number of Flash elements used for menus, buttons and forms.
- The latest edition includes a number of additional features such as 'practice' and 'quiz' modes with the ability to send results by email to an instructor.

**Cathedral - PitchWeb** - [1998-2003] Inventing and programming

- Featured in winning ASCAP Deems Taylor Award.
- An on-going Shockwave project creating and improving a musical instrument playable by multiple players in concert on the web.
- <http://www.pitchweb.net/index.php>

**Protostorm.com** - [2000-2002] (freelance) Programming and game structure.

- A game for the web played on advertising .
- Responsible for defining overall game structure and design.

- Totally responsible for "the LAB" of Shockwave pieces which are various forms of message encoder/decoders, some of which are my own invention.
- Still in development but "LAB" elements are viewable at <http://www.mindspring.com/~jchild/dswmedia/lab.htm>

**SourceMedia** - [2000-2001] Project Definition, UI design and prototyping

- Prototyped version 3 of their LocalSource product for interactive TV.

**Pringles - PopBlaster** - Programming

- Musical Instrument for kids with the ability to send "tunes" to friends.

**CableVision Systems Corporation** (with Sony) - Interface Design and Programming

- Prototyped a "set top box" that allows the user to view and navigate between Television, Video On Demand, the web with email and Customer Service.
- Prototype can be controlled using a standard WebTV infrared "remote".
- Prototype used in focus groups and to demonstrate the extent of possible interaction while retaining the simplicity of current cable television.

**Ikonic Inc - "AT&T Investor Relations** - Website redesign" - Design & Program

- Conceived a Functional Design Document (prototype) in Director.
- Demonstrated how the site would work with a way to collect ongoing comments and issues from various parties in the process.
- Created utilities in Director to update existing HTML legacy content.
- Created similar prototypes for the Annual Report and an Internal intranet.

**Yoko Ono/IMA** - "Rising Mixes" - Enhanced CD Plus - Programming and structure

- Design consultant.

**Thomas Register** - Designing, programming and producing

- Various modules for CD Rom. Each module was for a separate company. Source material came from print, PDF, HTML, Quark, Freehand and hand drawn sketches.

**Avatar Home Delivery** - Everything

- Modular series of self guided meditations for niche market of "Avatar Masters" (teachers of Avatar Training.)
- Featured the ability to run the programs with eyes closed by mouse clicks or simple keyboard commands. (Earlier version in HyperCard.)

(The following projects were all for **i2i Inc.** prior to 1998)

**DesignOmatic** - Design team, Creative, Programmer, Art Production

- Created full blown WYSIWYG prototype for JAVA application to design and order office stationary on the internet.
- Translated elements (primitives, etc.) for JAVA.
- (Prototype completed to virtually complete functionality, JAVA portion "put on hold" after rudimentary interface completed.)

**CEMA Home Theater** - Lead programmer, Design Team, Creative, Art Production, Sound Design

- CD-ROM to teach Electronics sales people and consumers about Home Theater.
- Features an animated Dog and Professor.
- Has some game elements, a little bit of video and a lot of charm.

**CyberRig Demo** - Programmer, Creative, Design Team, Art Production, Sound Design, Video Editing (on Avid) and prep for CD.

- Demo for networkMCI Business installed in a truck that traveled all over the country and in their various offices. (lots of quicktime controlling playback)

**Friends and Family Mail** - Programmer, Creative, Art Production, Sound Design

- A kiosk for MCI to introduce E-mail to the masses.

**Mentor, Ovation, Recognition OnLine** - Programmer, Creative, Art Production

- Various 1 to 3 disks projectors to support and encourage MCI staff.

**PC Connect** - Programmer, Creative, Art Production, Sound Design

\* Downloadable projector for promoting MCI to Bulletin board services.

**COE Proposal, i2i Invitation** - Programmer, Creative, Art Production, Sound Design

- Various single disk projectors for i2i Incorporated.

## FLASH/ACTIONSCRIPT PROGRAMMING

**CloverLeaf Digital LLC** [2003-] <http://www.cloverleafdigital.com> - Flash elements for iTV portals

**Schawk3D** [2002-] ActionScript programming <http://schawk3d.com>

- Setting up several variants of sophisticated tracking for an interactive simulation of a shopping experience which includes a shopping cart and sending the tracked information to a database for further analysis. <http://www.greenfieldonline.com>

**Agile Mind, Inc., ThinkFive Initiative** [2002-] Designer/Programmer <http://www.thinkfive.com>

(The project is an educational site that is designed to provide online course support for AP Calculus AB and AP Statistics, professional teacher support services and interactive student services with a Learning Management System back-end.)

- Interaction Designed, Spec'd, Programmed question display shells which front-end for XML.
- Designed and Programmed interactive "illustrations" and utilities used throughout the courses. (Moving graphs, coin-flipper, Plinko game and analysis, lottery machines, etc.)

**The Cremaster Cycle** <http://www.cremaster.net>

- Providing underlying ActionScripts and logic for extensive artist's site.

**General programming and design** [1999-]

Many of the projects listed herein contain Flash elements included within Director/Shockwave pieces, some quite ornate. (See PitchWeb ,ProtoStorm and Focus On Fundamentals)

## UI & INFORMATION ARCHITECTURE

**SourceMedia** - [2000-2001] (freelance) Project Definition and Lead designer

- Developed version 3 of their LocalSource product for interactive TV.
- Created prototype to demonstrate innovative concepts.

**CableVision Systems Corporation** (with Sony) - [1999] (freelance) Lead Design

- Developed a "set top box" that allows the user to view and navigate between Television, Video On Demand, the web with email and Customer Service.

**Ikonic Inc** - [1998] (freelance) Lead UI for "AT&T Investor Relations - Website redesign" - ATT.COM/IR website (about 800 pages)

- Restructured the site.
- Created a Functional Design Document (prototype) in Director as a demonstration of how the site would work with a way to collect ongoing comments and issues from various parties in the process.
- Created utilities to update existing HTML legacy content.
- Took over care, feeding and modifying of their proprietary FileMaker Pro tracking/creating/QA database.
- Created similar prototypes for the Annual Report and an Internal intranet.

## BACKGROUND:

- Web design, construction and maintenance
- AVID Media Composer Editor
- Audio engineer/producer for records, radio and production sound
- Award winning filmmaker and documentarian
- Edited/Produced over 100 music video clips
- Teacher and therapist with individuals and groups, particularly Group Process
- Harvard Graduate

REFERENCES ON REQUEST