

John Freeman Barton

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Summary: A highly motivated, experienced technology professional with over ten years of experience and expert skills in communication, architecture, design, development and deployment of all manner of interactive projects.

- Extensive experience leading and developing extraordinarily successful large-scale, high availability object-oriented client- and server-side applications for e-commerce, content management, rich media delivery and mobile applications on a diverse set of technology platforms such as Flash/Flex, X/HTML/JS/CSS, PHP, .NET, Python and Java
- Effective at providing leadership across all facets of waterfall and agile SDLCs to establish and track requirements, scope level-of-effort, lead development, troubleshoot and ultimately deliver high profile engagements
- Fully capable of evaluating, recommending, managing, coordinating and implementing best-of-class technology solutions from third parties such as Omniture, Brightcove, ExtendMedia, Google, Interwoven, Day Software, Alfresco and many others
- Able to concept, strategize, storyboard, architect, prototype, design, document and develop all manner of interactive projects
- Expert knowledge of all facets of online and download-based video platforms including presentation, interaction, delivery, encoding, streaming and media management for Flash, HTML5 and Silverlight
- Substantial hands-on experience with interactive devices and physical computing including set-top boxes, mobile devices (iPhone/iPad, Android, Symbian, Windows Mobile), netbooks, gaming platforms, sensors, mesh networks and multitouch input systems
- Proficient in analyzing and negotiating a business's creative and technological needs and proposing comprehensive strategies and solutions
- Skilled at communicating complicated technical tasks and concepts to team members and clients in plain, concise English
- Ability to collaborate and work across disciplines with large teams both internally and externally on vastly complex projects

Experience: **Schematic, Inc., Senior Solutions Architect; Technology Manager, IEG and OSPG** (New York, New York, June 2008 – Present)
Successfully led large-scale interactive projects from inception through deployment, including a dynamic, engaging experience for Scholastic's 39 Clues trans-media franchise. Architected and constructed a massive 14' x 9' interactive touchwall that utilized RFID tag detection, IR multitouch input and a CMS to enable real-time social networking in a physical space. Led development of FreshDirect's highly successful iPhone application in addition to architecting a transactional API built to support the iPhone application. Participated in successful and accurate business development and scoping tasks. Established standards and best practices throughout the SDLC including documentation, QA and deployment. Manager of two technology departments with a total of five developers – IEG (Interface Engineering Group) and OSPG (Open-Source Platforms Group).

Clients include FreshDirect, Nokia, Macy's, Scholastic and Sun Microsystems

HUGE, Inc., VP, Technology (Brooklyn, NY, November 2007-July 2008)
Wholly responsible for all technology operations involved in growing to a team of 25+ technologists. Successes included establishing Server-Side, Client-Side, Technology Lead and Quality Assurance disciplines across multiple offices while creating a holistic process in conjunction with non-technical disciplines. Led technology in the sales process and responses to RFPs. Managed technology scope, served as escalation point and resolved technology conflicts and issues. Worked with discipline leads to customize an agile SDLC designed to operate within creative, innovation-driven projects. Worked to create continuous-

integration and build processes for Java projects involving client-side and server-side developers. Integrated multiple knowledge-management systems into a cohesive company-wide solution.

Clients included British Airways, Disney, Nutrisystem, Reader's Digest, Register.com, Viacom and Warner Music Group.

Schematic, Inc. (Los Angeles, CA, June 2005 – November 2007)

- **Director, Solutions Architecture** (June 2006-November 2007) – Responsible for leading multi-disciplinary development teams through all phases of large-scale interactive projects. Successfully led high-pressure technology engagements for high-profile corporations and projects with budgets ranging from \$300k-\$5m. Served as primary point of technical contact for internal, client and vendor technology teams. Acted as liaison between Technology, User Experience and Design departments. Established company-wide technology process for both waterfall and agile development. Worked with technology leads to establish best practices across all technology disciplines. Led hardware-based video delivery projects in addition to pioneering streaming full-episode video delivery for ABC and the first syndicated Flash video player for iFilm.
- **Senior Software Developer** (June 2005-June 2006) – Worked within a variety of project teams developing object-oriented PHP, ActionScript and JavaScript to deliver high-quality application and presentation tiers for a variety of fast-paced, high-profile projects. Specialties included Flash-based video delivery and web service integrations.

Clients included ABC, Adobe, Amp'd Mobile, AOL, Disney, iFilm, ITV, Microsoft, MSN, MTV, NBC/Universal, Nissan, OLN, Paul Mitchell, SanDisk, Target, Turner, The Weather Channel and VH1.

Physics, LLC, Principal (January 1997 - Present)

A freelance consultancy that specializes front- and back-end interactive development as well as traditional media. Projects include animation, motion graphics, web application development, CD-ROMs, video, identity development, and collateral.

Clients include American Sheep Industry Association, Beck's Beer, Coors Light, Colorado Board of Tourism, Comcast, The Denver Post, Disney, Fandango, Hewlett-Packard, K-Mart, Office Depot, Wells-Fargo and Wrangler Jeans.

Alien Arts, Inc., Creative Director (Chicago, IL, December 2004-June 2005)

Responsible for leading a team of designers and programmers from initial project proposals through completion. Projects include numerous interactive Flash and data-driven websites, print and packaging design and audio/video post-production. Worked on a team developing a Flash/PHP/MySQL-based site builder and content management system capable of delivering dynamically-generated video, audio, Flash, text and graphics content through a skinable Flash client.

Clients included Arista Records, DigiDesign, Invisible Records, Jam Productions and Universal Records.

Enterprise, Inc., Creative Director (Chicago, IL, January 2004 - December 2004)

Duties include marketing strategy, design, conception, and art direction of integrated marketing efforts for a range of market sectors. Additionally, developed a number of e-commerce websites and subscription-based financial news online radio station. Frequent client contact required in combination with polished formal presentation skills. Led a team of 2 designers and a programmer.

Clients included Chicago Board of Trade, Liquid Generation, Need to Know News and the State of Illinois.

Sumaato, Inc. (Denver, CO, July 2000 - January 2003)

- **Associate Creative Director/Partner** (December 2001-January 2003) - Responsible for developing strategy with the Creative Director and leading the creative team through campaign development across multiple media types including print, interactive, direct, television and radio. Additional responsibilities included internal job coordination, interaction with programming team, vendor coordination, copy writing, training, graphic standards development, client and new business presentations and programming. Supervisory responsibilities included six designers in addition to interns, photographers and copywriters.
- **Lead Digital Designer** (July 2000 - December 2001) - Designed and programmed websites, provided illustration services for clients, wrote advertising campaigns and copy for various purposes, created animation and motion graphics for interactive applications and television, supervised four junior designers. Participated in the development of a PHP/MySQL-based modular content management system that included e-commerce, mailing lists, dynamic navigation

Client included Arapahoe Basin Ski Area, ATI Technologies, Central City Opera, Children's Museum of Denver, Denver Botanic Gardens, Denver Mayor's Office, Got-A-Job, Nissan and Meridian Homes.

Intelli.com, Senior Designer (Chicago, IL, November 1999 - July 2000)

Responsible for leading projects from initial strategy and brainstorming through launch and maintenance at Chicago's oldest development firm. Design work includes everything from dynamic web sites, streaming audio and video, rich-media presentations, collateral, to trade-show booths. Worked with a team developing a Perl-based content management platform that included advertising management, traffic analysis, content syndication, Macromedia Generator-based dynamic Flash and graphics content.

Clients included AT&T, Bell+Howell and Miller Brewing.

Healthmate Products, Inc. (Chicago, IL, September 1998 – November 1999)

- **General Manager** (February 1999 - November 1999) - Responsible for all aspects of running a natural foods manufacturing and importing company. Key responsibilities included marketing, production management, importing and exporting, purchasing, logistics, press releases, label and collateral design, copywriting and accounting. Managed an in-house staff of 3 plus a sales team of 32 representatives. Accomplished a restoration of profitability after four years of losses.
- **Operations Manager** (September 1998 - February 1999) - Duties included managing production, purchasing, shipping & receiving, raw and finished inventory tracking and creating promotional materials.

Whole Foods Market, Inc. (Chicago, IL, September 1995 - September 1998)

- **Beer and Wine Buyer** (September 1995 - September 1998) - Learned how to manage inventory and buying duties as well as the relationships between sales, margins and purchases. Managed a staff of 3. Worked with store manager to create a storewide spreadsheet tracking system for buyers to track their projected margins on a weekly basis.

Sadler & Associates, Inc., Test Administrator (Chicago, August 1994 - August 1996)

Administered and scored psychological tests for a management consulting firm. Additional clerical duties included typing, reception and answering telephones.

Education: **DePaul University**, Chicago, IL, (1995 - 1998) Public Policy for Urban Studies
Columbia College, Chicago, IL, (1994 - 1995) Audio Engineering

Contributions: **Flash 8 Bible, Robert Reinhardt, Wiley, 2006**, QA Editor
Programming Flex 2, Joey Lott and Chafic Kazoun, O'Reilly, 2007, QA Editor
Adobe Flash Beta Program, Tester

Adobe Flash Beta Program, Tester
Adobe Media Server 2 and 3 Beta Program, Tester
Adobe Flex Beta Program, Tester
Adobe Creative Suite Beta Program, Tester