

# Rob McKeown

## BLENDING ART AND TECHNOLOGY

*A seasoned software professional with the unique combination of expertise in the creative design, user experience and development of web-based software, web sites, intranets, portals and applications.*

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### EXPERIENCE

#### Principal User Interface Engineer

*Workscape, Inc Marlborough, MA 1/2006 – Present*

- Responsible for all user interface design and development of Workscape product lines – Benefits Enrollment, Workforce Management, Performance Management, Portal, Employee Self-Service.
- Work with product management to gather business requirements relating to the user experience.
- Conduct usability reviews
- Develop reusable components to facilitate implementation/customization of user interface for Adobe Flex and AJAX applications. Includes hands on development in ActionScript/MXML and JavaScript/HTML.
- Oversee work of other UI designers
- UI Standards ownership and enforcement
- Develop back end JAVA code as necessary to support user experience

#### Software Engineer

*Workscape, Inc Framingham, MA 5/2004 – 12/2005*

- Responsible for customization, implementation and delivery of Workscape's OneForce suite of J2EE based products
- Design and develop multilingual support for pdf report generation using XSL-FO
- Develop productivity tools, wizards and code generators to speed development

#### Senior Web Designer/Developer

*Workscape, Inc Framingham, MA 3/2000 – 5/2004*

- Responsible for complete design process of internet/intranet sites and web-based applications for clients including GM, Daimler Chrysler, FedEx Ground, PepsiCo, WNBA, Frito-Lay, Aetna, Earthlink
- Design and development of Workscape's web based content management tool, ArchiText
- Design and development of custom internal web-based J2EE applications including inventory system, online charity auction, code library, issue management system, web-based JavaScript flowchart editor
- Design develop Flash based online tutorial product
- Trouble-shoot HTML, CSS, XSLT, JavaScript, JSP/Servlet and ASP code for development and design team
- Mentor web design team
- Conduct usability reviews
- Provide user interface design for product engineering team
- Create Flash presentations and applications

#### Graphic Designer/Web Developer

*PS Consultants Acton, MA 6/1998 – 3/2000*

- Responsible for complete design process, from concept creation to project completion including design, layout, pre-press (scanning, retouching) and image manipulation
- Projects include brochures, direct mail pieces, magazine/newspaper ads, trade show graphics, posters, logos, business collateral and websites
- Website development, including creative design as well as all HTML, CSS and JavaScript programming
- Flash development for the web

#### Co-Founder/Designer/Developer

*Mcgraphix, inc. Holliston, MA 12/1998 - Present*

- Responsible for establishing overall look of websites
- Create all graphics
- Write all HTML, CSS, ASP, JSP/Servlet and JavaScript
- Develop Flash content for the web
- Debug and test code for errors
- Responsible for complete design process of printed materials

### EDUCATION

1993 - 1999

**Framingham State College Framingham, MA**

Double Bachelors Degree:

- Business Administration and Art with a Graphic Design concentration.
- Graduated Magna Cum Laude

### SKILLS

- PC and Macintosh Systems
- Proficient with Flash, Flex, ActionScript, Java, J2EE, JSP, HTML, CSS, JavaScript, ASP.Net, JSTL, XSLT, XSL-FO, XML, Swing and SQL Server
- Photoshop, Illustrator, Flash, FlexBuilder, Dreamweaver, ImageReady, Eclipse
- SpringFramework, Tapestry, Hibernate, Dojo Toolkit
- Agile development process, SCRUM
- SourceCode Control systems: CVS, StarTeam, ClearCase

### SAMPLE PUBLIC URLS

[www.mcgraphix.com](http://www.mcgraphix.com)  
[www.bwmarketing.com/index2.htm](http://www.bwmarketing.com/index2.htm)  
[www.wildedirect.com](http://www.wildedirect.com)  
[www.mothersandcompany.com](http://www.mothersandcompany.com)  
[www.millerwoodcommunications.com](http://www.millerwoodcommunications.com)  
[www.pressurepointkarate.com](http://www.pressurepointkarate.com)  
[www.capogen.com](http://www.capogen.com)

### APPLICATION SAMPLES

Much of my time is spent working on Rich Internet Applications which cannot be accessed publicly. Please contact me for samples

### REFERENCES

Available upon request.