

**Robert Foley Jr.**1537 SE 127<sup>th</sup> Ave  
Portland, OR 97233**Phone:** (503) 317-9955**Email:** robertfoleyjr@gmail.com**URL:** http://www.robertfoleyjr.com**Experience****The Mighty Guild**

Portland, Oregon

3/2016 - present

Position Title: **Principal, Director of Technology**

This position is a principal directorship of the company overseeing structure, standards, principles, and implementation for the guild members and our clients. The position primarily focuses on technology strategy and implementation solutions. With a secondary focus on business consulting and efforts for new business acquisition, providing solutions for proposals, cost estimates, and assumptions.

The position is a working position, in that the director will be actively engaged in the definition, design, development, and delivery of technology solutions across the full enterprise, providing technical solutions including business systems integration, web platform development, mobile and tablet solutions.

This position will also be responsible for the stewardship, mentoring, and enablement of all technical and business analyst staff within the organization.

## Responsibilities:

- Technology and Infrastructure Management
- Business Analysis/Strategy
- Industry Research and Analysis
- Use Case Design
- Systems Administration

- Quality Assurance and Testing
- Data Modeling and Testing
- Programming

## Business and Technologies:

- Content Management Systems
- Data Migrations
- Systems Integration
- Client Management
- Partnership Management

**Robert Foley Consulting, LLC**

Portland, Oregon

10/2015 - present

Position Title: **Solutions Architect, Owner**

As a consultant I provide business strategy and technical consultation. This includes technology recommendations, providing insight into industry knowledge and history, conducting competitive analysis, and modeling services for feature comparisons, customer and user profiling. I also provide requirements gathering and analysis, business and technical process analysis, gap analysis, technical project management, technical architecture and planning, as well as software development.

## Responsibilities:

- Budgeting and Scheduling
- Business Analysis/Strategy
- Industry Research and Analysis
- Use Case Design
- Systems Administration

- Quality Assurance and Testing
- Data Modeling and Testing
- Programming

## Business and Technologies:

- Content Management Systems
- Data Migrations
- Systems Integration
- Client Management
- Partnership Management

I am currently under NDA and can not disclose the nature of the work I am providing for my client and their customers.

**Acquia**

Portland, Oregon

10/2013 - 10/2015

Position Title: **Technical Architect**

In this position I guide and drive technical application design for customers and lead technical teams of some of the best talent in the Drupal and web development communities (from both Acquia and from our top-notch partners around the world). I am helping our customers build killer web experiences, migrate to Drupal, tune and improve their Drupal implementations, and advise on all things Drupal and web architecture.

I consult remotely or travel on site periodically to work with some of the most talented technologists and some of the hottest web properties on leading edge web development projects. Engagements vary by customer and can include anything from custom coding and mentoring of partner and client teams to application design and ongoing guidance on architecture through development and application launch.

## Responsibilities:

- Budgeting and Scheduling
- Business Analysis/Strategy

- Quality Assurance and Testing
- Data Modeling and Testing

## Business and Technologies:

- Content Management Systems
- Data Migrations

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- Industry Research and Analysis
- Use Case Design
- Systems Administration
- Programming
- Systems Integration
- Client Management
- Partnership Management

### *Featured Projects:*

#### **Federal Government - [www.whitehouse.gov](http://www.whitehouse.gov)**

I provide consulting and development for systems integration, front-end and back-end development consulting and programming services for our nation's government. I worked with a team on the main Whitehouse.gov site building new features as well as an overhaul of the Petitions service.

Please note: This client required security clearance.

Technologies Used: HTML, CSS, SASS, JavaScript, jQuery, JSON, Linux (Ubuntu), PHP5, MySQL, SQL, XML, Drupal, Memcache, Acquia Cloud, SSH, HTTPs, Solr, Git, markdown, Github.com

#### **Fox.com**

Fox was in the middle of a re-branding and video streaming services integration initiative. I and my team were tasked with providing better support and development effort both for Acquia's partners but also for the client's internal development and business teams. Oversaw technical architecture and team task allocation, coordinated with client and 3rd party business and technical units to successfully integrate 3rd party streaming, analytics and advertising platforms. I also provided architecture and development for both front-end and back-end development efforts while supervising colleagues and partner developers.

Technologies Used: HTML, CSS, SASS, JavaScript, jQuery, JSON, Linux (Ubuntu), PHP5, MySQL, SQL, XML, Drupal, Memcache, Solr, Freewheel, Acquia Cloud,

#### **Wizards of the Coast (Magic: The Gathering)**

WotC was in the middle of a re-branding of their Magic: The Gathering product line. I was brought in as part of a team of developers to augment the efforts of the project to get it accomplish in the remaining time allowed. I conducted system, architecture and code audits while providing development support both front-end and back-end.

Technologies Used: HTML, CSS, SASS, JavaScript, jQuery, JSON, Linux (Ubuntu), PHP5, MySQL, SQL, XML, Drupal, Memcache, Solr, Acquia Cloud

#### **ISITE Design**

Portland, Oregon

10/2011 - 10/2013

Position Title: **Senior Solutions Architect**

The senior solutions architect position focuses on providing business strategy, technology consulting, business and development training, software design, project estimating, and systems/software development. I assist the sales staff by providing strategy and business recommendations and support for client presentations. My daily duties involve technical project management, systems and application architecture, as well as software development. Although not my primary job responsibility I provide guidance and internal training to my team members on a project to project basis.

##### Responsibilities:

- Budgeting and Scheduling
- Business Analysis/Strategy
- Industry Research and Analysis
- Use Case Design
- Systems Administration

- Quality Assurance and Testing
- Data Modeling and Testing
- Programming

##### Business and Technologies:

- Content Management Systems
- E-Commerce
- Data Warehousing
- Systems Integration
- Custom Business Systems

### *Featured Projects:*

#### **Sun Chlorella USA**

Sun Chlorella USA required a content management system that enabled business personnel to manage content directly. The previous .net platform was difficult to modify and update to keep pace with the client's marketing campaigns. The solution was to migrate the client over to the Drupal platform while providing new features and functionality. The strategy required

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integrating an e-commerce platform into the CMS and providing workflow and data sharing between the client's back office business systems and the CMS/E-commerce front-end. Over 64 new features were built to support the project, this included features such as blog, news/press releases, customizable slideshow, dynamic advertising integration platform, video library manager, and of course e-commerce customization and web-services integration.

Technologies Used: HTML, CSS, JavaScript, jQuery, JSON, Linux (Ubuntu), PHP5, MySQL, SQL, XML, Drupal, Drupal Commerce, Xcache, Google Analytics

### CCOF - Organic Certified Portal

CCOF required a new system that would be easy to modify while providing tools and features to market and promote organic events. The content management system selected was Drupal and required a e-commerce platform to sell promotional materials and services to customers. A dynamic members directory was built to provide keyword and contextual searching. The directory provides a texted-based and geo-coordinate-based mapping interface. The directory pulls in member profiles nightly from a 3rd-party back office system used for member management. In all the project required over 95 features for media management, real time page layout and content placement, e-commerce integration with the ability for customers to purchase digital products and services. This includes classifieds, job postings, and events with registration, in addition to multiple media management features.

Technologies Used: HTML, CSS, JavaScript, jQuery, JSON, Linux (Ubuntu), MySQL, SQL, XML, PHP5, MailChimp, Drupal, Drupal Commerce, Paypal, Varnish, Google Analytics

## Swipt Technologies

Portland, Oregon

5/2006 - 10/2011

Position Title: **Solutions Architect, Partner**

The solutions architect position focuses on providing business strategy, technology consulting, business and development training, software design, budgeting and scheduling, and systems/software development. As a partner at Swipt I am responsible for sales activities, project and resource management, systems support and sub-contractor negotiations. I am a representative of Swipt and keep an active role within the technology community within Portland, Oregon and in online communities.

#### Responsibilities:

- Budgeting and Scheduling
- Business Analysis/Strategy
- Market/Technology Strategist
- Industry Research and Analysis
- Use Case Design
- Systems Administration

- Information Architect
- Process Analysis
- Quality Assurance and Testing
- Data Modeling and Testing
- Programming
- Interface Design

#### Business and Technologies:

- Content Management Systems
- Document Archive Management
- e-commerce
- Data Warehousing
- Systems Integration
- Custom Business Systems

#### Featured Projects:

### Tektronix

Tektronix required that I provide business, technology, and management consulting to the Web Design Group and Internet Technology Services divisions. The corporation was transitioning from custom business systems to a centralized content management system based on the Drupal development platform. I worked with the two teams and guided them toward identifying their business and technology goals. In doing this, I helped them define a strategy and taught them how to document and design the solution. I provided business analysis and technology consulting toward the release of 180 domain, multi-lingual content management platform that integrates into 24 back office and 3rd party business systems.

The effort was focused on modeling business objects, features, and workflows into a centralized strategy that required coordination between 10 different divisions of the corporation to improve efficiency and provide a data-driven media and content authoring strategy.

Technology Used: HTML, CSS, JavaScript, jQuery, JSON, Linux (Ubuntu), MySQL, Oracle, PHP5, Java, SQL, XML, Drupal, Google Analytics

### City of Portland

For this client I provided business, usability, and technology consulting to the IT and Training departments of the City of Portland. The goal was to provide a sound business and technical strategy that would reduce overhead, support, and

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integration costs for future strategies for extra/intranet platforms (commonly known as "Portland Online"). I provided an analysis and comparison of the custom built system to that of open source and vendor alternatives.

The analysis highlighted functionality, system architecture, and usability problems with the custom system. A recommendation and cost forecast was provided. The cost analysis was provided to contrast the level of support and custom development "person hours" would be required to build new features on top of the existing system that would meet or exceed the features and frameworks provided by open source or vendor products. In the event such an initiative was undertaken I provided business, technology, and usability/information design principles that the strategy group should consider during the vendor analysis and budgeting phases.

### Changents

For Changents I worked with a team of business and technology professionals to gather business and technical requirements, in which we documented a formal business plan. This included a vision and scope, business requirements, technology specification, and hourly estimate and budget. We conducted prototyping to proof out less defined business cases and technology strategies. This resulted in documentation to defined use cases, business objects, database schemas, class and functional libraries and development strategies for the client.

Technology Used: PHP5, MySQL, SQL, Linux (Ubuntu), Java, Python, Puppet, Drupal, AEGir

### Portland State University

For this client I provided a system audit of their custom built content management system. I conducted interviews with business and technical personnel to identify business and functional requirements of the new system. The effort also required auditing the information design and technical structure of the content for each department website. The effort focused on transforming data from the custom system into a multi-site Drupal platform. 586 department websites were migrated from the custom system into Drupal. The effort included multiple custom features and a syndication server was built to replace legacy services that would no longer be used.

Technology Used: HTML, CSS, JavaScript, jQuery, MySQL, SQL, PHP5, XML, JSON, Linux (CentOS), Drupal

### Consulting

Portland, Oregon

5/2005 – 6/2006

Position Title: **President/Owner**

As a consultant I provide business strategy and technical consultation. This includes technology recommendations, providing insight into industry knowledge and history, conducting competitive analysis, and modeling services for feature comparisons, customer and user profiling; which is the process of defining customers or end users based on geographical location, annual salary, educational background, and primary purpose for using a system. I also provide requirements gathering and analysis, business and technical process analysis, gap analysis; which is the process of auditing existing business, system, and technical infrastructure and providing a strategy, cost and time estimate to develop the desired development goal based on existing infrastructure and resources.

#### Responsibilities:

- Project Budgeting and Scheduling
- Business Analysis
- Marketing/Technology Strategist
- Industry Research and Analysis
- Use Case Design
- Information Architect
- Process Analysis
- Quality Assurance and Testing
- Programming
- Interface Design

#### Business and Technologies:

- Content Management Systems
- Systems Integration
- Custom Business Systems
- eLearning

#### Featured Projects:

##### Oregon Food Bank Donor Management Analysis

The customer requested an audit of their existing infrastructure to provide recommendations for the development of consolidated reporting and management system to present one unified view of a donor's contributions to the organization. My task was to conduct an audit of the current systems and to propose a set of recommendations and design the ASP.NET system. I provided a functional design, information design, and database schema for the new consolidated system. My primary client was very pleased with the work I accomplished. They stated that my documentation was the most thorough and detailed system design they had ever seen.

Technologies Used: Microsoft Access, MS SQL Server, SQL, VB.NET

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### MyPlaceToLearn.com eLearning Development

The customer requested technical and business consulting that included development services for over eight eLearning courses and website development. During the seven months providing consulting services I have developed eLearning course templates, built interactive testing modules, and online registration and course submission services. The tasks were accomplished using Trivantis Lectora, Macromedia Flash, and Macromedia Captivate for course content and PHP with MySQL for web-based server development.

Technologies Used: Macromedia Flash, Macromedia Captivate, HTML, CSS, jQuery, PHP,

### Flir UK Intranet Development

The customer requested technical and process consulting to modularize and streamline the development of a document management and business process intranet service. I was tasked with auditing the existing system design and model a framework for development of new services while migrating existing system services to comply with the programming paradigm. I accomplish the tasks assigned by first auditing the existing system design and documenting the class and method structure as well as the database design. I then provided a new design that utilized a MVC (Model, View, and Controller) design pattern.

Technologies Used: HTML, CSS, JavaScript, jQuery, Cold Fusion, Windows Server, MS SQL Server

### opus:creative

Portland, Oregon

9/2004 – 5/2005

Position Title: **Information Architect**

The information architect position at opus:creative consisted of business analysis, information design, project estimating and budgeting. Also, during my time at opus I conducted an audit of the department and defined process standards for both the business strategy and quality assurance services for the company.

#### Responsibilities:

- Project Budgeting and Scheduling
- Business Analysis
- Marketing/Technology Strategist
- Industry Research and Analysis
- Use Case Design
- Information Architect
- Process Analysis
- Quality Assurance and Testing

#### Business and Technologies:

- Content Management Systems
- e-commerce
- Custom Business Systems
- eLearning
- Marketing and Advertising

#### Featured Projects:

### Hollywood Video Business Strategy Analysis

Hollywood video was one of the largest in-store video rental companies in the nation. With the advent of online rental companies such as Netflix and other traditional competitors also moving into the online movie rental space. Hollywood Video was looking for recommendations and direction on how to combat or surpass the already present threat of online competitors. Our team was challenged with researching the industry of online video rental to determine a strategy for Hollywood Video to compete in the online rental movie market.

We determined that before providing a strategy and business plan to enact an online offering it was prudent to research both Hollywood's customer base and conduct a service and business strategy competitive analysis to determine a baseline strategic, technical, and financial understanding of the undertaking. This was accomplished by conducting a series of end user segment interviews and usability studies to model the economic, social, and psycho-graphical makeup of potential customers.

Furthermore, we conducted service, features and business model analysis of identified competitors to determine the base services required for a new system to be competitive with the current industry standards. The research was further expanded to forecast features and services that could provide a competitive edge if initiated. Finally, a logistical and cost analysis was conducted to determine the scope, timetable, and cost for the first two years of development, management, and operations of the new service.

### Moonstruck Chocolate Order Management Redesign

Moonstruck Chocolate requested a modification to their existing e-commerce shopping cart. The client required the ability to define multiple shipping locations and "sub-carts" within a single order. In order to meet the client's requirements I had to audit the existing customer order process and the management services for internal employees. I devised a process for assigning multiple items within a shopping cart to multiple shipment locations within a single order. This was accomplished by documenting the existing and new system design utilizing functional design documentation, database design, and information designs.

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**Phone:** (503) 317-9955**Email:** robertfoleyjr@gmail.com**URL:** <http://www.robertfoleyjr.com>**Creative Media Development (CMD)** Portland, Oregon

1/2001 – 9/2004

Position Title: **Technology Director**

The technology director position at CMD consisted of business analysis, systems architecture, development, and management of development staff on a project basis.

**Responsibilities:**

- Technical Project Management
- Project Budgeting and Scheduling
- Technical Lead
- Business Analysis
- Marketing/Technology Strategist

- Database Architect
- Systems Architect
- Use Case Design
- Information Architect
- Interface Design
- Process Analysis

**Business and Technologies:**

- Content Management Systems
- e-commerce
- Custom Business Systems
- eLearning
- Marketing and Advertising Systems
- Learning Management Systems

*Featured Projects:***Mobile Computer and Cellular Strategies for Tomorrow Management System**

The client was tasked with devising an event to showcase the possibilities of wireless and handheld technologies. The event needed to showcase novel examples of how wireless networking and hardware solutions can positively impact personal computing and enterprise business.

The solution was to develop tools and events that utilize the technologies provided by the vendors. Our solution was to develop an online event registration service that provided attendees the opportunity to register for events and select topics they were interested in. The information was then used at the event to present personalized just-in-time agendas and event schedules for event attendees on wireless dell handheld computers.

During the event we also had a dynamic online survey and trivia games every 15 minutes to 1 hour. Each trivia event would provide group scores based on the companies each attendee represented. We also sent real time notifications to every attendee informing them of each meeting session.

The technical infrastructure was prototyped for the event, it had never been done before. I had to coordinate research and development efforts between two separate vendors, AvantGo and Sybase Ianywhere database solutions. The rest of the systems were built from scratch by my development team.

Technologies Used: ADO.NET, C#, COM, CSS, HTML, JavaScript, MySQL, PHP5, SQL, Sybase IAnywhere, ASP.NET, .NET

**CMD Direct and Database Marketing Tool**

CMD had identified the need for a business service and product offering to remain competitive with local and national creative agencies. The company requested the design and development of a competitive, industry standard, direct and internet based marketing system.

I directed the development team that conducted competitive market and service analysis while reviewing current security and advertising law. The analysis provided the foundation for the business case to built the DDMT (direct database marketing tool). I then conducted system and software research to determine the proper platform and development environments that met the service and feature requirements while keeping costs within the budget limit. I devised a phased development strategy that supported a gradual expansion of the business and marketing strategies of the company. During the course of four years the system services expanded to meet client demand and stability requirements.

Technologies Used: Linux (CentOS), MySQL, SQL, HTML, CSS, JavaScript, PHP5, SOAP, XML, C++,

**Paxton Patterson ADMIN LCMS**

In 2004 the education industry had seen a dramatic movement in the area of content standards, testing standards, and technology standards. A number of organizations such as the Institute of Electrical and Electronics Engineers (IEEE), the Instructional Management System (IMS) Global Learning Consortium, and the Aviation Industry CBT Committee (AICC) were actively engaged in creating industry-wide education technology standards. Additionally, Federal and State Governments, and Local School Districts were actively engaged in mandating laws which outline education testing standards for all national, state and district educational institutions. As the education industry moves into the 21st century, so too has the technology infrastructures of the schools evolved. The technical expertise and sophisticated technology environments that were once only available to the private sector are now becoming commonplace in today's schools and learning institutions.

References available upon request

The solution was to develop a learning content management system using open internet-based technologies that would provide the flexibility and sophistication to meet the demands of the client's requirements and feature requests while being robust enough to scale to meet the level of concurrent users forecasted.

The design and development was separated into nine stages:

#### *Stage one*

The first stage focused on auditing the existing systems and content. The strategy team reviewed the existing system architecture, data model, and content structure to learn from the short-comings of the current design while providing a point of discussion for gathering requirements for the new system.

#### *Stage two*

The second stage focused on identifying the scope and features requested for the system. The team conducted an exhaustive competitive analysis while working with the clients we also collected list of features and requirements from both the client and a select set of customers. Based on the information provided I organized and grouped the requirements into similar subjects and needs.

#### *Stage Three*

The third stage focused on designing and documenting the design of the system services, physical architecture, and technology selection. During the stage we prototyped the core of the application infrastructure. The core services of the system were separated into four subjects. Curriculum structure, testing questions, assessment rubrics, and standard definitions. The four subjects needed to be defined and a coordination between the four needed to be devised. In order to accomplish this I had my team analyze the curriculum content structure for all 40 curriculum models for structure. We then researched the testing types that would be the most viable for routine testing and produced several prototype testing routines to verify our assumptions. The standard definition research was more time consuming than initially thought. I spent a month and a half researching federal, state, and district level standards to model a data structure that would be flexible enough to allow all levels of standards to be equally designed and inputted into a system. The last section was assessment, we conducted long discussions on the terminology and nature of assessments and what components quantified an assessment. The result was a flexible assessment setup and management service to define assessment rubrics and measure scales that could be associated to curriculum content, student evaluations, and testing questions. The assessments were then associated to standards definitions to provide a means to infer that students were exposed to concepts and educational material that embodied the spirit of the standard definitions.

#### *Stage four*

With lessons learned from the initial prototype; I worked with the client to formalize the feature sets they requested and estimated the length of time that would be required to design and document the requested systems. The management team then worked on defining a rough timeline for the design and development phases required to build the product. We estimated roughly 18 to 24 months to design, build, and test the system for delivery to customers in a 2003-2004 timeframe.

#### *Stage five*

This stage focused on content conversion and new content documentation. The training material was developed using Macromedia Authorware and our team was charged with devising a way to integrate the Authorware content into a web-based content management system. The solution was to augment the existing authorware content to send state back to the primary class management services on the web server. This would provide state of where within the content the end-user is and require the web-server to direct the end client on every page load. The design is very similar to the AICC-SCORM standard with the exception I decided not to use XML to transport state and application data. We decided to instead utilize a series of URL-based variable strings and meta-tag (XML like) tags to send instructions to the end-user client.

#### *Stage six*

This stage focused on the design and development of client applications. The first client was developed using a J++ client-server system for presenting authorware content on local end-user computers that connected to web-enabled services hosted by the client management web-server. The second client was a Palm pilot tool for asynchronous assessment of student activities. The system was designed into three parts, the first provided the end client interface on the palm, the second was a conversion interface for synchronizing the palm to the class management server, and the third was the web-based data adapter that consumed and produced XML data streams.

#### *Stage seven*

This stage focused on formal system development, we had over 13 developers and management staff working full time on the development of the systems for the LCMS system. The development took over a year and a half to produce the first beta system.

#### *Stage eight*

This stage focused on content and service testing, we reviewed the system functions, data integrity, and content structure. Once the first beta of the system was developed we worked with 3<sup>rd</sup> party experts to enter standards definitions and content timelines, questions, and screens. We then conducted classroom simulation tests to identify bugs and data corruption.

#### *Stage nine*

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The final stage focused on consolidating the system and developing installation procedures, documentation, and setup development. The last phase was the most rushed of all nine and because of the push to get the product into customer's hands we inevitably had to produce fixes for installation, content structure, and system services.

Technologies Used: Microsoft Access, HTML, CSS, JavaScript, J++, Macromedia Authorware, MySQL, SQL, PHP, PalmSource, QuickTime, Visual Basic, XML

**Northwest Natural Gas Business and Consumer Services Redesign**

Northwest Natural requested an analysis of their current consumer and business interfaces. They needed recommendations to make the interfaces more usable by end users while also providing a more professional look and feel that followed their new brand guidelines.

My solution was separated into five distinct stages. The first was to audit the existing interfaces systems, and business processes. Then I conducted a competitive service and business analysis that included business offerings and services both for online and offline customers. The analysis provided a baseline for what content, features, and services would be required by the client to remain competitive in the energy industry and would allow them to rise above their competitors.

**Cotelligent**

Beaverton, Oregon

9/2000 - 1/2001

Position Title: **Information Architect / Consultant**

The information architect position at Cotelligent consisted of internal and client consultation that provided mediation between development, testing, and 3<sup>rd</sup> party creative agencies. The information architect position provided support or management of the requirements and analysis process. This involved auditing and improving business and technical requirements for the business, system, and software systems. The information architect also provided information and interface design services for end-users. This was accomplished by defining use cases of user interaction and task analysis. Information designs were developed to diagram the end interfaces in addition to defining business and technical rules for each screen. As required, the information architect position fulfilled the role of quality assurance tester and auditor in addition to senior programmer providing development support, supervision, and direction.

## Responsibilities:

- Business Analysis
- Information Architect
- Interface Design
- Process Analysis
- Programming

## Business and Technologies:

- Content Management Systems
- e-commerce
- Custom Business Systems
- Extranet Systems
- Banking Systems

*Featured Projects:***Cotelligent Extranet**

The project team was tasked with the development of a extranet to assist project managers in manage communication between clients, contractors, and off-site employees on projects. The project team developed a website that met the requirements specified by the director of technology. The extranet provided a secure location to upload project files, post messages, and review project samples, betas, and releases.

Technologies Used: MS SQL Server, SQL, HTML, CSS, JavaScript, ASP 3.0, IIS, Windows Server

**Communi(k) Inc**

Portland, Oregon

4/1998 - 8/2000

Position Title: **Senior Information Architect**

The senior information architect position at Communi(k) consisted of client consultation, requirements analysis, interface design, cognitive and procedural information design. Cognitive and procedural information design involved modeling business processes and conceptual hierarchies based on research that defined how the human mind perceives groups of information and interacts with navigation and content segments within an interface. The position also included definition of use case design and analysis, as well as usability research and testing. This was accomplished by conducting user testing of sets of paper-based, prototype-based, or end user interfaces to define a user experience and interface "skin" that was easy to use while positively representing the client's brand and identity. In addition to the senior information architect role, I was responsible for research and development, business analysis, and programming in various languages and environments.



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## Responsibilities:

- Technical Lead
- Systems Architect
- Business Analysis
- Information Architect
- Interface Architect
- Process Analysis
- Use Case Design

## Business and Technologies:

- Content Management Systems
- e-commerce
- Custom Business Systems
- eLearning
- Marketing and Advertising Systems
- Learning Management Systems

*Featured Projects:***GE Financial Calculators**

The development team was tasked with developing small, portable, cross-platform calculators to assist GE Financial in educating employees about the advantages of investing in retirement. Our solution was the development of calculators using internet technologies that could run within a web browser and allow easy access through the corporations' intranet. We developed HTML/CSS/JavaScript calculators with one calculator that first used Perl to calculate the 401(k) calculations. After several deployments, we converted the middleware scripts into ColdFusion and PHP.

Technologies Used: HTML, CSS, JavaScript, Perl, Coldfusion, PHP

**Common Wealth Bank - Super Annuation Choice Portal**

The project required the design of a site architecture and interface design for the Common Wealth Bank of Australia Super Annuation Choice Website. The design needed to communicate information about the government managed retirement program that explained the services and features of super annuation to workers and plan managers.

I developed a series of interface designs that followed the Common Wealth Bank corporate identify. The design provided a youthful collage of imagery and bright colors that provide a strong and exciting presentation of the information in a manor that really grabs the audience's attention.

**Communi(k) - Extranet/Intranet**

The project required gaining support by the owner of the company to build an online project status service for customers. The goal of the system was to provide a professional looking yet playful Extranet system the embodied the personality of Communi(k) while provide easy to understand listing of project documents and project samples.

The solution involved designing a project and document management system that included account management. The project was extremely successful, in the first year alone we successfully won five large clients solely because of the fact we had an extranet and our competitors were still using FedEx and faxes.

Technology Used: HTML, CSS, JavaScript, MS SQL Server, ColdFusion, IIS, Windows Server

**Surplus Direct**

Hood River, Oregon

9/1996 - 11/1997

Position Title: **Interface Designer/Internet Advertiser**

The interface designer and internet advertiser focused on marketing and advertising strategies. Campaign strategies which involved creative and messaging would be based on previous tactics. The rapid campaigns, usually one or two weeks in length provided opportunities to continually refine our advertising messaging based on the analysis of click thru yields and banner placement on advertising networks. The position provided the opportunity to direct the creation of interface designs for both e-commerce website and all internal intranet systems. One of my daily duties included graphic design and print marketing for the company. I also had the opportunity to coordinate technical and marketing activities with 3<sup>rd</sup>-party firms.

## Responsibilities:

- Advertising Manager
- Information Design
- Interface Design
- Process Analysis
- Internet Marketer
- Graphic Design

## Business and Technologies:

- e-commerce
- Custom Business Systems
- Marketing and Advertising

*Featured Projects:*

References available upon request

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**Internet Advertising Manager**

I was tasked with providing graphic design and advertising services for a fast growing e-commerce company. The solution for the company was clear, we developed a marketing campaign that provided sweepstakes and giveaways to drive people to the company's websites. Once customers reached the websites we provided opportunities to submit for each event and presented the "potential" customers with advertisements of our low margin/high volume items.

The marketing strategy was extremely successful. During this time wide-spread internet advertising was in it's infancy and many of the strategies we employed had not been done before. We started out with a \$4000/mth advertising budget making only \$20,000/mth revenue. After fourteen months we had \$250,000/mth advertising budgets and were making over \$2,000,000/mth in revenue!

**Surplus Direct Intranet**

The project required the development of an intranet interface to provide a centralized interface to the companies separate systems and corporate information. The solution involved selecting a technology that could connect to a MOM system, MS SQL Server, Fox Pro web-application, and provide a means for quick display of knowledge base information as well as company news and notices.

**Education**

**Bachelor Degree**

AIUOnline  
Bachelors of Information Technology in Programming

<http://www.aiuniv.edu>

8/2006

**Associate Degree**

Mt. Hood Community College  
Associates of Computer Science Degree in Graphic Design

US-Oregon-Gresham

6/1997

View a chronological history and detailed project descriptions on my website at: <http://www.robertfoleyjr.com>