

DOUG DAWSON

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(312) 361-0331

## WORK EXPERIENCE

### Lipman Hearne

Chicago, IL

Summer 2012 to Present

#### Digital Project Manager

- Managed several advertising projects for Notre Dame's Mendoza College of Business, including a Metra Station OOH takeover, static and dynamic digital banner ads, and a microsite refresh.
- Managed a multimedia ROI campaign for Queens College of CUNY including email blasts, postcards and brochures with 65,000 PURLS all targeting a responsive landing page on an AWS LAMP stack (including designing and implementing regular reporting processes). 144 prospective students targeted in our campaign are now enrolled at Queens College. <http://FindYourQC.info>
- Guided the digital development and managing the identity creation project for MentorUp, a new initiative from the AARP Foundation to support and encourage youth engagement with Americans 50+ in 2012 and 2013. <http://mentorup.org>
- Assumed responsibility for managing an underway project for the University of Louisiana at Lafayette's migration to a new Drupal 7 site in 2012-2013. Later managed the project to revamp the Events system for the website in 2013. <http://louisiana.edu>
- Successfully launched a new responsive design for the University of Nebraska Omaha 2013. <http://unomaha.edu>

### DePaul University // [depaul.edu](http://depaul.edu)

Chicago, IL

Winter 2010 to Summer 2012

#### Business Analyst & Web Project Manager

- Oversaw the assessment of the Department of Housing Services existing website and then wrote the functional requirements and created the information architecture and wireframes for their new SharePoint 2010 site. <http://offices.depaul.edu/housing>
- Managed the creation of a new website in SharePoint 2010 for the newly-established College of Science and Health. <http://csh.depaul.edu>
- Part of the team working under the guidance of the SharePoint Implementation Team to manage the migration of the core DePaul University website into SharePoint 2010. <http://www.depaul.edu>

### Lipman Hearne

Chicago, IL

Summer 2010 to Winter 2010

#### Senior Interactive Project Manager

- Hired on contract to help manage a multi-site project with an aggressive schedule for The Chicago School Education System. Project includes marketing strategy and design for 6 individual public websites and 4 intranet sites, including:
  - The Chicago School Education System <http://www.tcsedsystem.edu>
  - The Chicago School of Professional Psychology <http://thechicagoschool.edu>
  - Pacific Oaks Children's School <http://www.pacificoaksschool.org>
- Asked to stay after contract ended to participate on template design and development project for the University of Texas at Arlington. I developed all functional requirements for Google Map integration on homepage. <http://uta.edu>

### Independent Consultant

St. Louis, MO | Chicago, IL

Fall 2009 to Present

#### Digital Graphics and Web Consultant

- Provide individuals and companies with project management and general web services on contract.
- Clients include Berwyn, IL Police Department and cfm Distributors, Inc.

### Public Library Association

Chicago, IL

Spring 2008 to Winter 2009

#### Manager, Web Services

- Managed the design and development of PLAspace.org, a Drupal-based online community for PLA members which successfully launched in fall 2008 and eventually had over 3,000 registered members.
  - Identified all tasks required to complete the project and provided regular status updates throughout the project.
  - Oversaw two different external contractors during that project's lifecycle.
- Designed and managed the creation of the *Virtual Learning Lounge*, an online site for community and education to support the 3,000 participants of the Bill and Melinda Gates Foundation-sponsored PLA project *Turning the Page*.

- Initiated the use of Twitter and Facebook and worked with the Marketing Manager to establish a Communication Plan to coordinate PLA's online communication efforts to the 11,000 PLA members.
- Led the way for all ALA divisions by being the first division to redesign the PLA.org division site to harmonize with the main ALA.org site.

**Sender LLC** Chicago, IL Spring 2007 to Spring 2008  
Project Manager & Account Manager

- Performed resource estimation and primary writing for over a dozen proposals.
  - Notable successful proposals included a Digital Asset Management system for Shure and home-page design exploration for ChicagoTribune.com.
- Worked with Creative Director and Technical Lead on wireframes and information architecture for the merger of the Delta Machinery and Porter Cable websites (<http://www.deltaportercable.com>)
- Directly recruited, interviewed, and hired new developer talent, both full-time and contract.
- Managed 2 to 4 projects at any time including the long-term redesign of JustGreatTickets.com.
  - Created the Work Breakdown Structure and Project Plan for the JustGreatTickets.com project.

**Purple Monkey Studios** Oak Park, IL Fall 2005 to Spring 2007  
Project Manager & Account Manager

- Developed and documented a complete process for the discovery process (pre-production) for all new complex projects including requirements documents, site maps, information architectures, wireframes, personas, use cases, Statements of Work (SOWs) and Work Breakdown Structures (WBSs).
- Successfully engaged new clients such as Sysmex America, Auto Club Group (AAA), the University of Chicago Press, and the Bulletin of the Atomic Scientists.
  - Compiled the Requirements Document and Stakeholder Record for these projects.
- Managed the breakthrough of a delivery logjam for a series of over 80 online Flash e-learning modules for Discovery Education Science Connection.

**Digital Solutions Laboratories** St. Louis, MO Summer 2000 to Fall 2001  
Project Manager / Interactive Developer

Project Manager for intranet implementation of proprietary Content Management System (CMS) for First Bank. Managed the development of all CD-ROM projects created with Macromedia Director and served as lead Director programmer. Clients included American Airlines and Smurfit-Stone Container Corporation.

**Chameleon Creative** St. Louis, MO Fall 1999 to Summer 2000  
Project Manager / Interactive Developer

- Maintained all development schedules for two design teams for Flash website development.
- Created working mock-up application of *Realms of Exiles* online game in attempt to secure VC funding.

**Technisonic Studios** St. Louis, MO Spring 1997 to Fall 1999  
Project Manager / Interactive Developer

- Met with clients to establish requirements for complex CD-ROM and kiosk applications.
- Designed and developed CD-ROM applications for clients such as Monsanto, Artex International, and MasterCard.
  - Won Regional Addy award for *Interactive Disk—Best Sales Package* in 1998 and had another CD-ROM as honorable mention in the same category that year.

## EDUCATION

**Webster University** Webster Groves, MO Spring 1991

- Bachelor of Arts in Biology and Adjunct degree in Computer Studies