

# Jon Lesser

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## Education

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**University of California, Berkeley** / MIMS, Information Science, 2005 – 2007, GPA: 3.7

» Focus: Human-Computer Interaction. Thesis: *Delphi: A Faceted Museum Collection Browser*

**Rochester Institute of Technology** / BS, New Media Publishing, 2001 – 2005, GPA: 3.73

## Work Experience

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**User Experience Designer and Web Developer at the Center for History and New Media**

*George Mason University, Fairfax, Virginia. November 2007 – October 2009 (1 year, 11 months)*

- » Led a 10 month transformation of Zotero.org from a product support website into a community website with over 50,000 registered users and thousands of user created groups.
- » Created interaction flows and wireframes for major features on Zotero.org and worked with visual designers to turn the wireframes into XHTML templates styled with CSS.
- » Used object-oriented PHP (Zend Framework), MySQL, Apache, and JavaScript (jQuery) to architect and build a scalable, high-performance website that serves millions of requests per month.
- » Designed and implemented an ATOM over REST API with the lead developer of the Zotero Firefox extension that enables the Zotero extension, Zotero.org, and eventually outside developers, to manipulate users, groups, and millions of synced Zotero library items.
- » Presented my work on Zotero at the American Studies Association conference (Albuquerque, 2008) as part of a panel titled, “Digital Crossroads: Online Tools for Open and Collaborative Research”.
- » Lead programmer on TeachingHistory.org, a collaboration between Stanford University and GMU. I worked with education experts and project leaders to define requirements and priorities. Used Drupal to create a website with 14,000 pages of content for history educators.
- » Developed research and wireframes for online exhibit building interfaces to be integrated into Omeka, an open source CMS designed for small to medium sized museums and libraries.

**Web Application Developer at University of California, Berkeley**

*Berkeley, California. January 2007 – June 2007 (6 months)*

- » Designed and built software for an NSF funded experiment with Professor Coye Cheshire that explored the development of trust within online networks.
- » Used Python (Django), XHTML, CSS, and JavaScript (jQuery) to implemented a web application in which research participants could engage with different forms of exchange in real time.

**Teaching Assistant at University of California, Berkeley**

*Berkeley, California. September 2006 – December 2006 (4 months)*

- » Developed and led lab sections on Java and graded assignments on networking and cryptographic protocols for Professor John Chuang’s “Distributed Computing Applications and Infrastructure” course.
- » Held regular office hours and worked with students one-on-one.

**Usability Researcher at Dabble.com (Video search startup)**

*Berkeley, California. May 2006 – August 2006 (4 months)*

- » Identified and characterized active users by mining logs and user generated data with SQL scripts
- » Engaged active users in semi-structured interviews about their usage of Dabble.com.
- » Provided design feedback and usability recommendations based on my research.

### **Lab Manager at Rochester Institute of Technology**

*Rochester, New York. September 2002 – June 2005 (2 years 10 months)*

- » Managed twenty-five lab assistants in the School of Print Media and administered their quarterly evaluations.
- » Improved the lab's efficiency with a PHP/MySQL web application that replaced several paper-based procedures and greatly increased information sharing between lab assistants.

### **Web Developer at JazzTimes**

*Silver Spring, Maryland. May 2004 – August 2004 (4 months)*

- » Redesigned the navigation of JazzTimes.com and implemented a refreshed visual design.
- » Reduced maintenance overhead by migrating presentation code from HTML to CSS, integrating a system of common headers and footers, and reorganizing the backend directory structure.

### **Editorial Assistant at Umbrage Editions**

*New York, New York. June 2003 – August 2003 (3 months)*

- » Assisted in the production of high-quality fine art books including 2-4-6-8 by Brian Finke, The Last Paradise by Nicolas Righetti, and Pandemic: Facing Aids, the companion to Rory Kennedy's HBO documentary.
- » Set and proofread copy, preflighted QuarkXPress documents for press, and organized and managed thousands of original photographs.

### **Research Assistant at RIT's Digital Media Library Task Force**

*Rochester, New York. March 2003 – May 2003 (3 months)*

- » Researched and reported on software and standards relevant to digital libraries.
- » Helped develop and administer a needs assessment survey to RIT faculty.

### **Multimedia Producer at Rochester Institute of Technology**

*Rochester, New York. September 2001 – May 2003 (1 year 9 months)*

- » Produced multimedia content for online courses in color science taught by Professor Bob Chung.
- » Used Final Cut Pro to capture, edit, and compress video and then Adobe Acrobat to combine PDF laboratory instructions with streaming video demonstrations.

## Specialized Skills

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### **Programming**

- » Object oriented PHP, Python, and Java
- » Relational database design with MySQL and SQLite
- » UI coding with XHTML, CSS, JavaScript, and AJAX
- » REST, SOAP, AtomPub, and XML-RPC API design
- » Zend and Django MVC frameworks
- » XML modeling, validation, and processing
- » Linux system administration
- » Distributed caching with Memcached
- » Agile software development
- » Section 508 compliance

### **User Centered Design**

- » In person and remote usability testing
- » Rapid prototyping and wireframing
- » Survey design, administration, and analysis
- » Persona, scenario, and use case development
- » Focus group facilitation
- » Task analysis and contextual inquiry

### **Multimedia and Visual Design**

- » Formal graphic design training
- » Expert knowledge of Adobe Photoshop
- » Digital video and audio production
- » 3D modeling with SketchUp and Maya

## Honors and Awards

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- » UC Berkeley School of Information Graduate Fellowship, 2007
- » Rochester Institute of Technology Outstanding Undergraduate Scholar, 2005
- » Nathaniel Rochester Society Scholar, 2004
- » International Newspaper Group Scholar, 2003