

Joel Salisbury  
38 Westview Drive  
Ashford, CT 06278  
860-230-5009  
joel.salisbury@gmail.com

## **Web Developer and Usability Enthusiast**

Web developer with documented experience in web development (front- and back-end) for desktop and mobile, as well as writing and content strategy for the web, seeking a career planning, implementing, and maintaining an organization's web presence.

### **Skills**

#### **Languages**

XHTML, HTML5, CSS 2.1 and 3.0, PHP, SQL, Javascript (AJAX, jQuery, JSON), XML

#### **Development**

LAMP / WAMP, PHP Frameworks (CodeIgniter), JavaScript frameworks (jQuery, Spry, MooTools), CMS/template engines (Smarty, TemplateLite, WordPress, Joomla), user-oriented development, W3C standards compliance

#### **Other Web Skills**

Google Apps, Google Analytics, Information Architecture (wire framing, sitemap, prototyping), social media strategy, web copy writing, web project management, user testing and specifications, mobile web development

#### **Databases**

MySQL, Oracle, Access, PostgreSQL.

#### **Personal**

Very strong written and verbal communication skills, excellent problem solving skills and a willingness to approach unfamiliar situations and learn new things

## **Professional Experience**

**Web Developer, University of Connecticut**, Mansfield CT, 1/2010 – present

<http://uconn.edu> | <http://visitors.uconn.edu> | <http://maps.uconn.edu> | <http://today.uconn.edu>

Led or contributed to front-end development on several projects, including the University's official website and several other high-profile sites. Led development on PHP/SQL based applications including the University map and employee/visitors tracking application. Led University's mobile web efforts (ongoing). Led information architecture on many projects

## **Professional Experience (continued)**

**Founder / Creative Partner, Sitely Solutions LLC, Willington CT, 7/2009 – present**

*Two-man ad agency with a focus on web design and development for small businesses.*

<http://sitelysolutions.com>

Information architecture, content strategy, social media strategy, web development and more for clients of Sitely Solutions and the business itself

**Part-time Student Web Developer, University of Connecticut, Mansfield CT, 5/2007 – 1/2010**

As a student worker, performed various technical and web development duties. Hired fulltime in 1/2010

## **Education**

BGS, *Information Science & Knowledge Management*

University of Connecticut

Part-time (night) attendance.

## **Related Coursework**

Object-oriented programming with JAVA, database management with Oracle, software engineering principles, interpersonal communication, persuasion, expository writing, project management

## **Interests**

User Science, advertising, writing, running, weight lifting, basketball, rugby, music (acoustic and electric guitar)