

## Douglas R. Addison

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### Specializations

- Advanced website coding, design, usability/readability enhancement, and database integration
- Content strategy and management; writing and editing for web and print
- Managing writers, artists, designers, and programmers for web projects
- Managing web-project assets, including content, images, audio files, and databases
- Preparing text and illustrations for four-color printing

### Technology/Software Skills

HTML, javascript/DHTML, cascading style sheets (CSS), open-source web servers (apache/php/MySQL), Adobe Photoshop, Dreamweaver, QuarkXPress, Microsoft Word, PowerPoint, Adobe Acrobat, Helix (RealAudio) Producer, Mac OS X, FileMaker Pro

### Education

Northwestern University Medill School of Journalism; Evanston, Ill.  
Master's (June 1992) and bachelor's (June 1991) degrees in journalism  
Cumulative G.P.A. 3.22; Dean's List winter quarter 1990

### Experience

Doug Addison Web Productions  
Austin, Texas  
September 2000 to present

Clients: University of Texas McDonald Observatory, American Business Capital, Aid to Artisans, Inc., Motorola, Texas Weekly, Texas Association of School Business Officials, Lawyers' Committee of Texas, Evolutionary Technologies, Inc., CMP Media, Texas Citizens Fund, New & Improved Media, National Community for Latino Leadership, Charitygift, Inc.

Hoover's Online  
Austin, Texas  
Companies Channel Editor, May 2000 to September 2000  
Web Producer, August 1999 to May 2000

Responsibilities: Site programming, content acquisition, and feature production for leading business and financial information web site.

McDonald Observatory Public Information Office  
Austin, Texas  
Editor, February 1996 to July 1999

Responsibilities: Assigning and editing articles for and production of *StarDate* magazine, a 24-page, bimonthly popular astronomy magazine published by UT's McDonald Observatory. Designing and maintaining the StarDate Online web site.

*Weatherwise* magazine  
Washington, D.C.  
Associate and assistant editor, October 1992 to November 1995

Responsibilities: Reviewing query letters and acquiring articles from freelance writers; managing bimonthly production of 64-page four-color magazine with contract design firm.

*The Miami Herald* Broward County bureau  
Fort Lauderdale, Fla.  
Newsroom intern, March to June 1990

### Recent Publications and Professional Activities

2003 WebAward Competititon Judge (Web Marketing Association)

"Say Cheese: Snapfish keeps customers smiling with quick access to hi-res snapshots" (*New Architect* magazine, Dec. '02)

"Channel Partners: MyReplayTV links consumer devices and the Web" (*New Architect* magazine, Sept. '02)