

Mike Armstrong – Interactive Development Director
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Professional Experience:

OgilvyOne (2007 – present) – Technology Director

Clients/Brands: Zurich, American Family Insurance, CDW, Oscar Mayer, Kraft, Chicago 2016, World Sport Chicago, Holly Hunt, Allstate, BP, AMA, Bosch, Motorola, CBOE, South Beach Living, Athenos

- Lead development team on medium to large-scale web projects
- Facilitate communication between design, accounts, developers and clients
- Code, and/or supervise coding and design of major brand w3c compliant web sites and micro sites using Flash, xhtml, dhtml, css, php, javascript, javascript libraries such as jquery, mootools and DoJo
- Provide Estimates on development hours and costs
- Insure identical cross-platform user experience through rigorous multi-platform/browser testing
- Client exposure and brand promotion in social networking areas
- Work with clients in developing social media strategies
- Mentor developers on process and establishing good communication skills with designers, project managers and account representatives
- Encourage developers to explore emerging technologies, especially those relating to a specific project, and share them with the team
- Rich-media and traditional banner campaigns
- HTML email marketing campaigns

2003 – present - Independent Web Development and Design

Clients/Brands: Illinois Library Association, BP, Degree, Suave, University of Chicago, Orbitz, The Family Institute at Northwestern University, The Children's Place Association, Chicago Sailing, Steve Schapiro, Kitchenlab Chicago

- Contract web design and development for advertising agencies & design houses including Ogilvy & Mather, ARC, Digitas, KAD, Tanagram, Design Kitchen
- Site development and project management on Joomla cms projects

2000-2003 - Leapnet, Inc. – Senior Developer

Clients/Brands: Sears, Maytag, JennAir, Cardinal Health

- Website construction using Flash, HTML, Javascript, PHP, JSP
- Video and sound recording, editing, mixing

1998-2000 - Centrax Corp. – Web Developer/Sound & Video Editor

- Website construction using Flash, HTML, Javascript
- Sound & video recording, editing, mixing

Programming Languages

DHTML | XHTML | CSS | JavaScript | XML | Actionscript | PHP | ASP | JSP

Applications

Web – Adobe CS3 | *Dreamweaver* | BBEdit | Flash | QuickTime Pro | Visual Studio | jQuery | Joomla!
Graphic - Flash | Fireworks | Photoshop | Image Ready | Premier | Final Cut Pro | Illustrator | Screentime
Sound & Video - Cubase | Wavelab | ProTools | Final Cut Pro | Premiere
Content – SVN | CVS

Education

Columbia College, Chicago - *Film, Music and Art*

Websites & Digital Projects:

Websites

Computer Discount Warehouse (CDW)

- New branding landing pages featuring jQuery-based video carousel

American Bar Association – <http://www.abanet.org/> (in development – not yet live)

- Revision of the 10-year old ila.org. Full Joomla build with jQuery

Illinois Library Association – ila.org

- Revision of the 10-year old ila.org. Full Joomla build with jQuery

BP Portal

- Combined BP sites: alittlebettergasstation.com, bpinvegerate.com and more all in one Flash xml-fed shell.

CBOE

- CSS, Javascript Templates for asp

www.hollyhunt.com

- CSS, DHTML Formatting and Javascript for new site launch. Worked in Dot Net Nuke environment alongside developers and designers to build a user-friendly retail and wholesale site.

www.hotdoggerblog.com

- Full feature blog for the Oscar Mayer Wienermobile. We built custom components that enabled the Wienermobile drivers to update their location on a Google Map Flash API via Twitter posts from the web or SMS text message.

www.athenos.com

- Full website re-skin of existing aspx pages, database communications and forms and addition of new Flash components and xml

www.alittlebettergasstation.com

- Flash development of site components for *A Little Better Gas Station* promotion including “downloads” area that allows users to download ring tones
- Development of html shell per BP’s technical specs

www.lunchables.com

- Ongoing site maintenance and new site additions and components to Lunchables main site and *MaxedOut* Flash site
- Oversee Flash and HTML development of new site additions and components
- Liaison between project managers, account representatives and junior developers
- Deploy final, approved and tested site additions to Kraft Food’s web servers
- Work closely with Kraft IT to create new directories & establish new domains for sub-brand promos

www.allstate.com

- Google Multi-Variant Testing (MVT) for online quoting application
- MVT, SEO for CTA on Allstate main homepage

www.oscarmayer.com

- Continuing updates and maintenance

Banners and Ad Units - Clients include CDW, Zurich, BP, Allstate, Kraft, Degree, Suave

Highlights:

- Flash “Memory Game” for alittlebettergasstation.com: In coordination with EyeWonder, the Memory Game banner had one of the highest click rates and longest play times of any of their banners in 2007.
- Multiple banner communication for Degree: A stunt man jumps a motorcycle from one banner into another on the same page.