

# Joseph White

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<http://tinyurl.com/aboutjoseph/>

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## SUMMARY

Interactive media professional with over 12 years of experience from design and development to project management and digital strategy.

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## EXPERIENCE

### *Developer & Digital Strategist, Clairaudience Interactive*

Los Angeles, CA — March, 2014 to present

My own consulting and development company, focused on prototype-driven development and iteration.

#### Highlights:

- Conceptualized and built data visualization prototypes for use by investment analysts for UBS Bank in London:  
***Oil Explorer:***  
[www.cliraudience.com/clients/oilgas-visualization/](http://www.cliraudience.com/clients/oilgas-visualization/)  
***Debate Explorer:***  
[www.cliraudience.com/clients/visualization](http://www.cliraudience.com/clients/visualization)
- Designed and built mobile prototype for ehco - connecting music fans with opportunities to support social causes

### *Partner / Product Lead / Digital Strategist, Connu*

Los Angeles, CA — Oct 2013 to March 2014

A Matter (matter.vc) startup company focused on bringing the next great short fiction writers to your mobile device.

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## EDUCATION

New York University, Tisch School of the Arts — BFA - 2000

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## SKILLS

HTML, CSS, JavaScript, LAMP, PHP, MySQL, WordPress, Zend, Magento, Drupal, Joomla, Cake, YUI, JQuery, Google Tools, Agile Project Management, Foundation, Bootstrap, Facebook Apps, AWS, D3.JS, PhoneGap.

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## I've worked with...

UBS Bank, Soros Foundation, United Nations Development Program, The Fund for Public Health NY, MSNBC, Broadway Shows, Fujifilm, US Navy, Absolut Vodka, Marvel Comics, Columbia University, The Broadway League (IBDB.com), Huntington Learning Centers, Kino Lorber Film

## Highlights

- On Matter Demo Day, pitched to 300+ VC's and industry leaders in NYC and SF
- Formulated 18 month product roadmap
- Strategized business and growth plan
- Created several iterations of early working prototypes including Apple App Store app and mobile web

## *Senior Project Manager, Cyber-NY Interactive*

New York City — 2005 to Oct 2013

Interactive media agency based in NYC with specialization in start-up businesses, nonprofits, and Broadway shows.

## Highlights

- Lead the agency towards adopting and implementing Agile development practices
- Establish timelines, milestones & deliverables for multiple projects at a time, while managing teams of 5 to 10 workers per project
- Interpret client goals into user experience
- Developed custom CMS framework
- Planned and built web-based project management system

## *Senior Developer, Cyber-NY Interactive*

New York City to Los Angeles — 2000 to 2005

## Highlights

- Code front-end of websites using HTML, CSS, JavaScript, Foundation, Bootstrap, YUI, JQuery, and other frameworks
- Develop custom sites from back-end using PHP/MySQL
- Integrate templates into software / frameworks such as Zend, Cake, Magento, and WordPress

## *Web Designer and Developer, Animarc Inc.*

New York City — 1998 to 2000

Interactive media agency based in NYC with specialization in eCommerce projects