

# TARA CLEVELAND

61B London Road, Oxford, Oxfordshire, OX3 7RD

[tara@taracleveland.com](mailto:tara@taracleveland.com) | (07595) 765 624

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## PROFESSIONAL PROFILE

- A strong aptitude for usability, interface design and information architecture
  - Possesses more than 11 years of experience in web design and development
  - A leader in and teacher of standards-based HTML and CSS
  - Has a solid understanding of the entire web development lifecycle from both a design and development perspective.
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## EMPLOYMENT EXPERIENCE

May 2007 – present

### **Lead Web Developer – Project Spot Portal Team - IBM and BskyB** (full time contract)

- Worked with the Portal team, external suppliers and the client to build site according to the design requirements supplied by external marketing and branding agencies.
- Designed sections of the site within the look and feel of the brand.
- Responsible for ensuring site meets accessibility, usability, standards and coding guidelines.
- Built interactive features of the site using a cohesive javascript library.
- Initiated team-wide security audit to guard against cross site scripting.

July 2006 – May 2007

### **Webmaster - Trinity College at the University of Toronto** (part-time contract)

- Migrated all of the content from the old site to the new site.
- Adapted the design and information architecture to the changing needs of numerous stakeholders.
- Liaised between the college staff and system administrators and programmers.
- Proposed, persuaded a large group of stakeholders to agree to, and implemented substantive usability improvements to the previously approved design.
- Recoded the custom content management system (CMS) templates to achieve standards compliance.
- Rebuilt entire 400 page website using Drupal - in less than one week.
- Developed an analysis of the College's custom CMS in comparison to standard features in open source CMSs with regard to the needs of the College.

September 2001 – May 2007

### **Freelance and Contract Web Site Design**

- Developed online marketing and communications strategies for small businesses and non-profit organizations.
- Adapted and augmented open source software to develop content management systems for clients.
- Consulted for several firms about moving to standards-based web sites.
- Designed and developed sites for small local and large multi-national companies.
- Coded and designed the online banking navigation interface for one of the major banks in Canada.

- Rebuilt and redesigned several sites and web applications to achieve standards compliance.

December 2000 - September 2001

**Senior Designer - TiCorp Interactive**

- Designed graphical interfaces and information architecture for intranet applications with a small team of creative and technical staff.
- Primary designer of a web-based document management system for a government ministry.
- Facilitated the planning and implementation of a quality assurance and bug testing system.
- Worked closely with the engineers and the art director to develop functional specifications.

July 2000 - December 2000

**Aquent**

- Adapted to different roles (production artist, a senior designer, and an HTML coder) as a temporary employee for medium, large, and start-up companies.

March 1999 - June 1999

**New Media Director - Tone Interactive**

- Managed e-commerce projects.
- Devised unique and creative web marketing strategies.
- Drafted proposals including budgets and timelines for numerous projects.
- Designed and developed high-end web sites with a team of developers.

May 1998 - March 1999

**Web Designer/Developer - On2logic New Media**

- Primary designer on numerous corporate and high-tech websites.
- Planned and managed the design and completion of projects.

June 1996 - May 1998

**Freelance Multimedia and Web Site Design**

- Developed and designed web sites for small and medium sized businesses.

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**SKILLS**

- Software: Photoshop, ImageReady, Dreamweaver, GoLive, FrontPage,, Illustrator, Quark Xpress, InDesign
- Coding: Standards-based HTML, CSS, XHTML, JavaScript, experience working within ASP, JSP, Cold Fusion code and making small changes as necessary. Some PHP scripting.
- Operating Systems: Macintosh, Windows, some familiarity with UNIX

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**URLs**

Trinity College <http://www.trinity.utoronto.ca>  
Bradford Productions <http://www.bradfordproductions.com>  
B2C2 <http://www.b2c2.org>  
Childcarepolicy.net <http://www.childcarepolicy.net>  
Motoring Television <http://www.motoringtv.com>  
Full portfolio is available at <http://www.taracleveland.com/portfolio.html>

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## **EDUCATION**

**1996-2000** University of Toronto - B.A. History of Science and Technology and English Literature  
(pending)

**1996** International Academy of Design - College Diploma in Computer Graphics

**1994** University of King's College - Foundation Year Programme

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## **VOLUNTEER EXPERIENCE**

Evolt.org

Steering committee member and organizer of TOevolt 2004 conference

Making A Commercial Case for Adopting Web Standards (MACCAWS) (2002-2004)

- Co-founder, steering committee member and leader of the Marketing Group

Toronto Webgrrls (1997)

- Assistant Meeting Coordinator
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## **WRITING**

“Accessibility Laws in Canada”, evolt.org, 25 May, 2002

[http://www.evolt.org/article/Accessibility\\_Laws\\_In\\_Canada/4090/28074/index.html](http://www.evolt.org/article/Accessibility_Laws_In_Canada/4090/28074/index.html).

“The Way Forward with Web Standards” and “What Every Web Site Owner Should Know About Standards: A Web Standards Primer”, contributor and editor <http://www.maccaws.org/>

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## **PRESENTATIONS**

"Using Web Standards with Macromedia Contribute"  
Design Fest '05 – October, 2005

“Web Standards and Dreamweaver”  
DreaminginTO - August, 2004

“The Train Track Gauge of the Future: Solving Usability Problems with Web Standards Today”  
The Toronto Usability Summit – May 2003

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## **REFERENCES**

References are available upon request.