

## MATTHEW HENSRUD

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### PROFILE

Seeking contract employment in the tech management space. My experience combines years of actual production/design/programming experience with management skills, communication/writing expertise, and a history of successfully executed projects. Having a wide and deep skill set allows me to understand technical complexities and requirements at a fundamental level, and even jump in to design or code when necessary.

### EXPERIENCE

#### TECHNICAL LEAD, EYEIC; NEW YORK, NY— 2008-PRESENT

At EyeIC, I am assisting the business lead and CEO with the progression of their main offering, MatchedFlicker. This includes leading the beta testing effort, producing and maintaining their web presence, managing their documentation effort, and participating in feature prioritization and road-mapping. I successfully managed our FDA submission, we are awaiting approval from the agency. Currently we are pursuing EMEA and CRT certifications.

#### TECHNOLOGIST, RIPROAD; NEW YORK, NY— 2007-PRESENT

At RipRoad, I managed the creation and deployment of a complex SMS delivery and processing platform + website. This project required locating and contracting a development team, creating spec documents, estimating and sticking to a schedule, troubleshooting, and—due to a last minute personnel change at our design partner—implementing the website into HTML/CSS. My work with RipRoad resulted in a never-before-seen technology platform for SMS delivery: an important addition to their technology portfolio. RipRoad plans to continue working on the platform, increasing its generality and leveraging it with more clients. See the website for this project at <http://www.tktalk.net>. More recently, I have been assisting RipRoad with the creation of a comprehensive bid for a large project, helping advise on cost estimates, profit margins, and vendor choice.

#### TECHNOLOGIST, SOUNDSTREAK; NEW YORK, NY — 2006-PRESENT

SoundStreak is an ASP working to create a software service (thick client + website) to record and deliver pro-audio files between talent and producers. I've been involved in many aspects of SoundStreak's business, from bug tracking and feature mapping, to technical strategy and UI design. My work there began with taking a very shaky prototype, finding a competent development team, and tasking them to improve it with an eye toward scalability. Since then, I've been assisting SoundStreak with the creation of their commercial offering. I wrote the original RFP, and since vendor selection, have been participating in frequent dev calls with the team, clarifying implementation details, and working on the base of the user interface. Learn more about SoundStreak at <http://www.soundstreak.com>.

#### WEB PRODUCER AND SYSTEMS SPECIALIST, CARNEGIE HALL — 2001-2006

I joined Carnegie Hall's marketing team at a very exciting crossroad, they had just created a new website, whose design would form the basis of their site until today. I did a huge variety of design, production, and programming work for them. Including: creating their popular email newsletter campaign (over 30,000 pieces per month), which was redesigned and improved every season; updating the web site's design, creating data-driven Flash season brochures (with hand-built search algorithms); building a Java slideshow web app; creating promotional videos which flew on Continental Airlines and were seen in the Hall's public spaces; building a dynamic audio player that integrated with Carnegie's TeamSite-based content management system; many other projects.

#### FREELANCE WEB DESIGNER — 2001-PRESENT

Websites I've designed and produced include:

<http://www.bacnyc.org>

<http://www.macyfoundation.org>

<http://www.onesmartpuppy.com>

<http://www.eyeic.com/>

<http://www.jamietitus.com>

## **EDUCATION**

Valparaiso University, Valparaiso, Indiana — Bachelor of Arts in Music,  
complementary major in International Social Work, 2000  
Magna cum laude, graduated with top designation from the Honor's College

## **SKILLS**

### **PRODUCTION**

**High expertise:** Photoshop, Illustrator, Flash (including components and ActionScript 2.0), ImageReady, Fire-Works, Final Cut Pro, Motion, Contribute, Episode Pro (video/audio batch compression and conversion), BBEdit

**Some familiarity:** TeamSite CMS, InDesign, QuarkXPress

**Programming:** HTML, CSS, Javascript, Java (including latest web-tier technologies, JSP, Struts, etc. Some familiarity with ORM technologies like Hibernate. Most of my experience has been with Java-backed web apps, not thick clients.), PHP, SQL, Some experience with C#.

**Content Management:** Can build websites with Expression Engine

### **MANAGEMENT**

Microsoft Office Suite, OmniGraffle (for prototyping), OmniPlan (Gantt Charts)

## **REFERRALS / SAMPLES**

Referrals, design, and writing samples are available upon request.