

Dan Herman

<https://thedanherman.com/portfolio>

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overview



skills on every screen/medium



user-centric design focus



content creation, editing and management



full coding toolkit (front- and back-end)



server management

.com

web specialist, May 2016 - Present

Penn State College of Medicine

Along with a colleague, I oversee the digital presence for the Penn State College of Medicine. This includes updating content, developing components and add-ons for the main College website in the LifeRay CMS, as well as developing, maintaining and updating content for our various WordPress websites that pertain to other audiences. I also develop internal tools and methods for various digital projects, including Google Analytics work, Google Tag Manager, SiteImprove and various front-end/back-end libraries to display unique content in JavaScript. I also advise and help develop our digital strategy, as well as often take point on researching and developing policies around accessibility and other regulatory compliances.

chief technical officer, Sept. 2009 - Present

Technical Penguins

In addition to research for white papers and writing case studies, I perform a majority of the development work and a significant amount of the design work at Technical Penguins, a full-service web design, development, content and support firm. See examples of work at <https://technicalpenguins.com>.

web developer, Aug. 2015 - May 2016

Campbell, Harrington and Brear

Working for a full-service ad agency, I delivered internal and client web projects, including custom application development, ecommerce and traditional websites. This included a variety of front-end languages and back-end PHP work, updating/upgrading already developed themes and building them from scratch. I was responsible for planning and DevOps on all technical projects, as well as administering web servers, our internal email and storage servers. I worked across a variety of content management systems in order to fit to what the client is comfortable with. I also developed long-term strategy for the web business.

.edu



2009, B.A. in History
Washington State

.guru

ADA/Accessibility ●●●●●○

Privacy regulation ●●●●●○

Photoshop ●●●●●○

Illustrator ●●●●○○○

InDesign ●●●●●●●

WordPress ●●●●●●●

Laravel ●●●●●○○

Magento ●●●●○○○

Drupal ●●●●○○○

HTML 5 ●●●●●●●

JavaScript ●●●●●○○

CSS/SCSS ●●●●●●●

PHP ●●●●●○○

jQuery ●●●●●●●

AngularJS ●●●○○○○

Editing ●●●●●○○

Writing ●●●●●○○

.com

php developer, Nov. 2014 - Aug. 2015

Aardvark Brigade

For this digital web agency, working primarily in PHP, CSS, JavaScript and a seemingly endlessly expanding number of libraries and frameworks, I created front- and back-end deliverables for client websites – everything from pitching in on some SVG animation to back-end plugins for integrating Twitter/Facebook profiles with consultant microsites for a direct sales company. Working with the Aardvark Brigade brought me a fuller understanding of client relationships, a better grasp on time management and helping the client discover what works best for them, in addition to a multitude of new and improved technical skills.

innovation editor/assistant editor, July 2012 - Nov. 2014

York Daily Record

In carving out my role as Innovation Editor (a brand-new position) at this 24-7 news organization, I focused primarily on two key areas. The first, and most immediately visible, had me helping plan and execute public-facing projects, sites and tools to enhance our news coverage and brand focus. This included a new way to present databases online, several responsive-design projects and a video. The other aspect, which I considered just as — if not more — important, involved making sure that we were using technology internally to make people more efficient/reduce their workload. I also helped manage/train two direct reports. As assistant editor, I helped oversee the production of four daily newspapers, as well as weeklies and special sections, managing three direct reports and a dozen in total. In the digital sphere I worked on a number of projects, including social media tools, content curation tools, on-demand databasing tools, live election tools, and iPad apps.

presentation editor, Jan. 2011 - July 2012

Farmington Daily Times

Though originally hired as the online editor, my position was never so narrowly defined at this daily newspaper. For the first nine months of my tenure, I served as a primary page designer, doing news pages around six times a week. While doing this, I also maintained our main website and created mini-sites for special events, as well as handling IT troubleshooting and maintenance. I oversaw all online and print design, and managing two full-time page designers and two photographers.

.guru



2016 Best Education Mobile Website
— Mobile Web Award



2014 Pennsylvania Newspaper of
the Year – Best Use of Video



2014 Digital First Media Innovator of
the Year



2013 EPPY Finalist, Best Mobile App
Under 1 Million Readers



2013 Keystone Awards Honorable
Mention, Best Headlines



Member, Digital First Media's
IdeaLab



2009 ACP Best Newspaper Spread



Phi Beta Kappa



References available upon request.