

## CHRISTOPHER A. JOHNSON

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**Veteran website builder** and producer with 20 years expertise in all phases of website creation: concept, strategy, design, editorial, servers, coding, analytics, optimization, and operations. 14 years experience in Drupal site building, theming, and operations.

### Websites Produced, Designed and Built

- A corporate blogging platform with 100K active monthly users (D7, 8).
- A podcast CMS site with blog and XML-based iTunes RSS feed (D7, 8).
- A corporate intranet serving 8,000 employees globally, including content strategy, information architecture, and editorial policy (Drupal 6).
- A corporate news room, allowing publicists to post and edit press releases and media materials, reducing turnaround time and external costs (D4, 5, and 6).
- A website for a NYU/Columbia University partnership, nysean.org (D7).
- See screenshots with links to these and other sites I've built at [ccaajj.net/portfolio](http://ccaajj.net/portfolio)

### Technical Abilities

- *Drupal 6, 7, 8*: technical design and site building, editor-friendly content management system design, creating responsive custom themes, site operations including servers and caching, training and supporting users in a corporate environment
- *Drupal modules*: Views, Migrate, TaxonomyContext, Panels, Flags, Organic Groups, Calendar and Date, Workflow, Webform, Paragraphs, Backup and Migrate, Image Styles, Better Exposed Filters, Views Datasource (for XML, JSON feeds)
- *Web*: HTML5, CSS3, JS/ES6, ajax, bootstrap, responsive layout, semantic markup, accessibility, web fonts
- *Developer*: drush, composer, lando, bootstrap, scss, git, github, slack, agile
- *Servers*: Linux Apache MySQL PHP stack, IIS, nginx, httpd.conf, php.ini, .htaccess, mod\_rewrite and other apache modules, phpMyAdmin, bash, varnish, memcache, cloudflare, akamai, DNS, https/ssl/tls
- *Design/usability*: Content strategy, information architecture, user experience, user interface, file formats, image optimization, typography, photo research, taxonomy, navigation design, microcontent, data presentation, hierarchy, user stories, user personas, design research
- *Stats*: Google Analytics and Search Console, Omniture, Adobe Experience Manager, AwStats
- *Project management*: Basecamp, Asana, Trello, Jira, Microsoft Project
- *Software*: Adobe: Photoshop (expert), Illustrator, InDesign, Dreamweaver, Audition, Acrobat; Apple: macOS, iOS, Pages, Numbers, Keynote; Microsoft Windows; Microsoft Office for Mac and Windows; Visio;
- *Communications*: writing for the web, technical and instructional writing, employee communications, producing useful, structured, informative web content from lengthy and undifferentiated PowerPoint decks, podcast production and editing

## Know For

- Translating and managing expectations between technical and editorial teams
- Keeping projects and teams organized and moving forward (BIG fan of naming conventions)
- A strong editorial sense, technical writing, proofreading, spotting typos, a good design eye
- Brainstorming, creative problem solving, finding a way to get it done with what we have
- Team building, creating a respectful and collegial work atmosphere, employee development
- One stop-shopping:

## Professional Experience

**Chriswebsites.com** Independent contractor and consultant, Astoria, NY

*Principal* (2016–present) Consultant and builder of websites and e-commerce sites for small businesses, non-profits and other organizations.

- Using flexible, user-friendly web-based platforms, help clients with setup, branding/theming, and training, building sites that owners can maintain on their own.
- Using Drupal 8 plus a custom theme for sites needing more complex functionality, work with clients from planning through launch to build sites that owners can maintain on their own.
- See screenshots and links at [ccaajj.net/portfolio](http://ccaajj.net/portfolio).

**Scholastic Inc.** Children's publishing and media, New York, NY

*Senior Web Producer* (2012–2018) for Corporate Communications: Developer for customer-facing corporate websites; design and build Drupal sites and develop Drupal themes. Manage Internal Communications team.

In developing the sites below, I was generally teamed with a graphic designer for style, branding and appearance, and an editor for content. Working with the two, I was the one-person web team. I handled the technical Drupal and server design, information architecture, content strategy, often content optimization and writing, user experience and user interface design, site building, operations and editorial support after launch. This let us create Drupal sites very quickly and inexpensively, all within the Corporate Communications department.

- Designed and built Drupal corporate blogging platform with 100K active monthly users: .
- Designed and built podcast CMS site with blog and iTunes RSS feed; also recorded and edited the podcast, *Scholastic Reads* (D7).
- Designed JSON- and moustache/handlebars.js-based cross-site content publishing system to place Drupal content on non-Drupal sites.
- Solo producer and developer on multiple high-profile websites (*Common Sense for Common Core, Kids and Family Reading Report, Teacher and Principal School Report, About Scholastic*).
- Manage projects with internal and external development resources in various time zones and countries.
- Drupal-based web apps for operations management of Book Fairs and Book Clubs teams.
- Provide training and assistance to editorial teams using these Drupal sites.
- Continually work with site owners and editors to identify and fix points of friction from both the editorial and user sides.
- Create and update content types, design, and workflows as needed.
- Work with Corporate Branding and Graphic Services departments to help develop consistent logo and color usage across media, divisions, and product lines

- Create Intranet-based branding guides for various products, services, and corporate initiatives.

*Intranet Producer* (2000–2009) for Internal Communications: Manage Intranet and Internal Comms teams; engineer and deploy enterprise Drupal sites and applications; ensure code validation with evolving html, css and mark-up standards.

- Designed and built Drupal corporate intranet serving 8,000 employees globally, including content strategy, information architecture, and editorial policy.
- Designed and launched the Scholastic corporate news room (Drupal), allowing publicists to post and edit press releases and media materials, reducing turnaround time and external costs.
- Engineered Drupal-based document distribution and management systems (saving hundreds of thousands per year in printing and shipping costs).
- Work with teams from departments and divisions across the company (and across the world) to assess communication, collaboration and data distribution needs, and create solutions in Drupal to meet those needs.
- Work with information technology and enterprise software teams to dramatically improve usability of employee-facing web apps using css.
- Help human resources and information technology teams develop standards and workflows to create feeds-based continuously updates employee directory bridging many backend apps and datastores.

*Production Manager* (1998–1999) for Corporate Graphics Systems: Configure and maintain server hardware/software and client software for various network applications such as database, back-up, scheduling, workflow; purchase, configure and maintain workstations for thirty prepress operators and other users. Design and manage print-to-html content conversion projects; write html/css templates.

- Designed and implemented prepress workflows for 4-color page composition projects.
- Maintained color accuracy in 4-color scan/proof department.

*Technology Manager* (1997) for Instructional Publishing Group: Supervised technical staff of five providing support for 250 users; deployed and maintained email, file and print servers; planned and implemented archiving procedures for digital project assets.

## Previously (Print Production)

**Micropage, Inc.** Prepress service bureau, New York, NY

- *Production Manager*: Designed production workflows; served as client liaison.
- *Color Room Manager*: Supervised staff of eight in accurate prepress color reproduction.

**The Manhattan Color Graphics** Commercial printer, New York, NY

- *Mac Department Manager*: Supervised operators and production techniques.
- *Mac Technology Manager*: Scanning and proofing color calibration and workflows.

**Userfriendly, Inc.** Desktop publishing, New York, NY

- *Production Manager*: Estimated, tracked and produced desktop publishing jobs.
- *Store Manager*: Managed daily operations including customers, staff, registers, and billing.

## Education

### **Hampshire College** Amherst, Mass.

- Bachelor of Arts; majored in molecular genetics; managed genetic engineering lab
- Also studied bioethics, immunology, drums