



Marlin D. Ouverson

web producer (please inquire for separate editing, publishing and writing credentials)

PROFILE

A seasoned professional, I am skilled at building and maintaining consensus during the web development process. I am accustomed to meeting the challenges inherent in the task of producing projects to specification, across browsers and platforms, and to defining those specs myself, as necessary. I often work independently, but am a versatile collaborator who enjoys both responsibility and collegial team-like environments.

I am experienced at interacting favorably in top-level film and recording-industry environments and, on the corporate side, with upper-level management, up to and including CEO, CFO and Director levels. In prior full-time positions and projects, I managed small staffs in a team-oriented style that inspired both loyalty and excellence. My recent experience as an independent contractor (see page two) has reinforced my natural self-discipline and organizational skills on solo projects and as a responsible, take-charge producer of team-based projects.

I am versatile across a wide range of visual aesthetics, media and subject areas. With more than ten years of web site production-and-design experience, and with 20 years of user-centered technical editing and marketing communications, my areas of special expertise include:

- **communication & management skills** — strong ability to grasp the mindsets of both the client/employer and of the target audience, and to make technical, design and content decisions that facilitate the desired user experience, content and corporate message. I enjoy people in both collaborative and in managerial- or mentoring-based environments.
- **design skills** — emphasis on user-centric design and navigation, with information architecture determined by the purpose and content of site and its marketing strategy. ("Design is used to communicate, not merely to decorate.") **Flash:** have developed animations and navigation tools, including ActionScript and algorithmic animation. **After Effects:** streaming video for deployment in QuickTime and Windows Media. **Photography:** can execute or supervise product photo shoots for print and web.
- **coding skills** — **HTML & Javascript:** expert in HTML (Brainbench.com transcript #4162219); intermediate-to-advanced in Javascript; can code to W3C standards, in-house conventions and/or validators. Intermediate in **PHP:** used to centralize site-wide elements (e.g., persistent art, navigation), speeding development and often simplifying maintenance; to provide custom user experiences based on user actions and choices; to generate formatted pages based on data stored in separate, client-maintainable files; to create self-validating and page-at-a-time forms; and to build web applications for secure in-house read/write and file-creation to aid production environments' efficiency.

EXPERIENCE & SKILLS

[project details on page 2]

I am well-versed in production-centered concerns like efficiency, cost and scheduling, and in how language, imagery and interface issues shape the user experience and influence the corporate image, the message and the user's ability to easily find and digest information. I am also well-versed in concerns related not only to download times but with code-execution efficiency.

For print projects, my primary tools include:

InDesign	Illustrator	FrameMaker
Photoshop	Word	Acrobat

For web development, I hand code all projects and rely mostly on:

HTML	Javascript	CSS	PHP	BBEdit/text editor
Photoshop	Illustrator	Flash	After Effects	

Preferred development platform:

Mac OS X, but also develop under Windows and prefer both on my development desk.



Marlin D. Ouverson

web producer

PROJECTS & POSITIONS

web producer/designer

Jeffrey Scott Men's Collection — Created a web application to allow this retailer of fine men's apparel to manage and update the online store's inventory via a web-browser interface. This project transformed what had been a billboard site into a selling machine, and the owner no longer pays skilled labor to keep his online store's inventory up to date. (2008; *pre-launch*)

Nashville Kangaroos, Inc. — Created sports-related site, including design and typical coding plus a custom content-management system (CMS) tailored to this client's precise needs. (2007–2008)

Gold Shield Pest Control — Established an internet point-of-presence for this independent contracting firm. We created a simple "billboard page" with punch to support their needs. (2007)

Creative Technology, Inc. (North America) — Designed and coded intranet for special-effects lighting production company, incorporating features that allow the site owners to maintain most content without knowledge of any HTML or other programming language. (2006)

Accumin Diagnostics, Inc. — Designed and coded product-specific site for a biotechnology firm. (2006; *archived, client firm was acquired*)

www.coherecomm.com — Designed, produced content and coded site for a company offering converged internet and VoIP solutions; also created home page's banner Flash animation. (2005; *not responsible for site maintenance*)

Proprietary web application — Designed and produced custom web applications to facilitate inter-office, collaborative workflow for complex production orders. Used PHP to create Excel-like self-calculating fields, input validation, and per-field control over user permissions; enabled client and partners to eliminate error-prone manual calculation, while giving real-time access and more control over production processes, with archive log. (2005; *limited demo in archive*)

www.ausambiotech.com — Designed and coded site for a biotechnology firm, including corporate art, with design underpinnings for rapid roll-out of new content. (2002 – 2005; *archived, new company acquired client firm*)

www.forth.com — Designed and coded 120+ page site related to software development, sales and services. (2004, 2006; *currently in an update cycle*)

www.leduplication.com — Created identity package and web site for broadcast video duplication and customizing service. (2004; *not responsible for site maintenance*)

Bolsa Designs — Created visually distinctive site design to complement a designer firm's changing line of leather handbags and accessories. (2003; *archived, site retired with product line*)

www.petersonsystems.com — Produced new site and all content, including product photography, for manufacturer of high-end cable protectors, roller coaster wheels and other urethane products. (2002; *not responsible for site maintenance*)

www.glenhaitmd.com — Developed web site for Phoenix-based cosmetic surgeon, including custom cascading menus, forms, extensive image editing. (2002; *scheduled for maintenance cycle*)

Salt Creek Group — Created a concise site for venture-capital-related consulting group, including graphical image compositions. (2002; *archived*)

www.bridalperfections.com — Designed and coded a boutique site for a bridal couturiere, including extensive photo retouching. (2001; *currently in re-design*)

www.willkennedy.com — Designed and coded a Grammy-nominated jazz musician's site, whose music-oriented audience warranted a novel navigation metaphor. (2000; *not responsible for site maintenance*)

COHERE communications
integrated IP voice & internet solutions

Flexibility. Scalability. Security.

HOME

About Cohere

VoIP telephony

Conferencing

Agent Program

Contact Us

Business solutions for a smarter office.

Let's start a dialog today:
CLICK HERE
to contact
Cohere Communications

* Functionality * Stability * Support *

LOGIN

Business VoIP Telephony

VoIP Cohere delivers business VoIP telephony with advantages you won't find elsewhere — functionality, stability and support in one comprehensive communications solution.

- [How can Cohere meet your telecom needs?](#)
- [Why is Cohere the best option for your business?](#)
- [Let us create a solution for your company...](#)

Conferencing — Voice & Web

CONF Bring people together... anywhere, anytime. Cohere's powerful conferencing tools make it simple.

- [Learn more about Cohere Conferencing...](#)

Bring Voice and Data Together

Cohere Communications provides an integrated solution for your communication needs. Our [IP Voice service, Cohere BxS™](#), is delivered on a [secure broadband network](#), allowing you to operate more efficiently. With "virtual" office numbers that give the impression of a single physical location, Cohere's systems allow your employees to have full telecom functionality from home or on the road. And, our telephony solutions often produce savings of 30% or more.

toll-free: 888.264.3732 • fax: 212.937.3727 • sales@coherecomm.com
Copyright © 2005 by Cohere Communications, LLC. All rights reserved.
[Terms and conditions.](#) [Privacy policy.](#) Site by External Design.

SERVICE 911

Cohere Communications, LLC

www.coherecomm.com

(web designer, implementor & project manager)

The mission was to overhaul the existing web site's design and message to position the company strongly on their very competitive playing field.

I assembled an MBA marketing analyst-writer and a mar-comm writer to complete the site, with significant client participation during crucial stages, within five weeks.



UPCOMING EVENTS

FOOTY	
Nashville @ Louisville	21-Jul
NETBALL	
San Francisco Netball Tournament	14-Jul
COLLEGE	
Vanderbilt vs Nashville	15-Nov
CLUB BUSINESS	
Board Meeting	20-Aug

Nashville Kangaroos Aussie-rules Football Netball Central News Home

Footy & Netball in Nashville

Nashville Kangaroos Mission:

The Club is dedicated to fostering the national and international amateur sports competition of Australian Football. This mission is achieved by:

- Playing and promoting Australian Football
- Playing and promoting Netball
- Providing an Australian, New Zealand, and American Business Network
- Hosting Cultural events throughout the year



We welcome your interest — and perhaps even participation — in our activities.

schedule & game results footy league info netball league info membership

AUSSIE-AMERICAN SOCIAL EVENTS Join us, mate! [calendar]

Kangaroo Golf Scramble — 14-Jul

'Roos eNews

Kangaroos Escape with Victory Over Much Improved Baton Rouge

Goals had a high value in this tough match, partly due to the unsettling wind and partly due to defensive efficiency. Nashville's game plan was to start fast...[article]

Another Heartstopper!

Round 6 The Heartbreakers took off to a very strong start and left the Crushers clapping politely if not enthusiastically at each new goal that took the Reds...[article]

From The President - July 2007

Kangaroo Fans, Happy Independence Day! It is hard to believe that 2007 is already half gone. Where does the time go? July finds plenty of activity on the Kan...[article]

St. Louis Outlasts Nashville at Lake Elmington

On June 2nd, the Nashville Kangaroos hosted the St Louis Blues at Elmington Park, Nashville. Although the 'Roos won the toss and elected to kick downhill, the...[article]

Netball Summer Season Sizzles

The Nashville Netball League started play on May 19th. With a lot of new players, both young and old (okay not old like decrepit, letâ??s just say over 21) t...[article]

OTHER RECENT ARTICLES

[show/hide](#) [complete list](#)

From The President - June 2007

1-2-07 - Kangaroo Fans, June brings yet another bunch of firsts for the Kangaroos: the Summer Netball Season begins in earnest at the Green Hills YMCA. After a fantas...[article]

Netball Opens Summer Season with a Bang

1-2-07 - Saturday May 12th was the Nashville Kangaroos Netball Club's first open recruitment day. What an afternoon! Participating players ranged in age from 5 years t...[article]

Football Extends Win Streak in Cincinnati

1-2-07 - For the opening game of the 2007 MAAFL season, the Nashville Kangaroos (2-0, 1-0) took a blend of youth and experience to play their storied rivals, the Cincinnati...[article]

Kangaroos Name Permanent Head Coach for Football

1-2-07 - Turning adversity into strength. That is what separates the great teams from the good teams. It also is what makes players great. In the opening weekend of th...[article]

Meet Our Sponsors: Healthways

1-2-07 - Sometimes, sponsors are right under our noses

EXTERNAL DESIGN

web, branding & corporate identity for the human-business interface

Custom Web Site Designers

Please support our Nashville Kangaroos Sponsors wherever possible. Their generous donations and support enable our club to grow and prosper.

RESULTS & RECAPS

FOOTY	
Nashville @ Baton Rouge	Kangaroos 5,10,52 Baton Rouge 5,4,34
Nashville vs. Baton Rouge	Presidential ERROR! Rescheduled for Aug. 18
NETBALL	
Nashville Netball League	Red Heartbreakers 38 Blue Crushers 37
Nashville Netball League	Red Heartbreakers 40 Blue Crushers 25
COLLEGE	
Vanderbilt Year End Awards Dinner	27-Apr
USFooty National Collegiate	Cancelled

Nashville Kangaroos, Inc.

www.nashvillekangaroos.org

(web designer, implementor, custom web application/CMS creator)

This competitive sports team needed a site as strong as their players. The staff needed to regularly post game schedules, player rosters, event results and related news coverage without calling on costly outside talent.

We provided a significant visual re-design and, more importantly, created a custom content-management system that allows the team to update most site content using familiar Office applications and a web-based interface.



Bridal Gowns Gallery
Gown Tips & Advice
The Couture Process
Bridal Salon Contact



Claudine's helpful articles for brides are published in Brideworld magazine.

All photos show actual Bridal Perfections brides in their couture bridal gowns on their wedding days.

Bridal Perfections



"You created my innermost dreams! This is the wedding gown I've dreamed of since childhood!" —Tammy, Bridal Perfections bride

Some of our couture wedding dresses...

Creating your dream bridal gown begins with carefully understanding what you desire for your special wedding and for your own custom wedding dress. Choosing fine-quality fabrics and laces, every seam and detail in the gown will be finished with exquisite care.

Schedule your first appointment at Claudine's bridal salon...

Serving clients around the world from her bridal salon, Claudine's couture bridal dresses have been worn in Spain, France, Mexico, Israel and Canada, and at Russia's Bolshoi Ballet.

Learn how we create custom bridal gowns...

Claudine of Bridal Perfections has been designing and creating dream couture wedding gowns that exceed brides' expectations for more than thirty years. She carries on a tradition begun by her great-grandmother, practicing Old World couture bridal dress craftsmanship.

Copyright © 2001 - 2005 by Bridal Perfections. All rights reserved. Privacy policy. Custom web sites by External Design.

Bridal Perfections

www.bridalperfections.com

(currently in re-design)

Pictured above is a preview of a re-design (in progress) for a site we originally created for this business in 2001.

In addition to updating the site's entire look-and-feel, we are creating video and slide-show animations for deployment in the coming months.

HOME

PRODUCTS

DIAGNOSTICS
THERAPEUTICS
DISTRIBUTORS

RESEARCH

OVERVIEW
PUBLISHED ARTICLES

ABOUT AUSAM

NEWS
MANAGEMENT
DIRECTORS
ADVISORS
FOR INVESTORS
CAREER OPPORTUNITIES
CONTACT INFO

Copyright © 2003 - 2005 by
AusAm Biotechnologies, Inc.
All rights reserved.

Terms and Conditions
Privacy Policy

Site by External Design.

Accumin™

TOTAL INTACT ALBUMIN ASSAY™

Accumin™ directly measures the total amount of urinary albumin. It is FDA cleared for use in the diagnosis and treatment of disease conditions such as renal or heart diseases or thyroid disorders, which are characterized by proteinuria or albuminuria. Accumin is available now for the growing number of physicians and patients who

have learned that earlier detection is possible, and that earlier treatment options may help to delay, or even to prevent, the onset of disease.

product information: Accumin™ and microalbuminuria
contacts: e-mail or call 212.659.0703

Albuminuria-related research papers may be downloaded without charge from AusAm's online reference library of peer-reviewed publications.

Recent News



AusAm Biotechnologies, Inc. is a biopharmaceutical company developing new methods to identify and treat major diseases.

Ongoing Development

Diagnostics

- Accumin™
Earlier detection of microalbuminuria, a key indicator of kidney disease and cardiovascular disease.

Therapeutics

- DES6™
Collaborating with NIH to determine pre-clinical spectrum of antiviral activity for DES6™.
- DES10™
Topical microbicide for sexually transmitted diseases.
- WDC6™
Therapeutic for Epstein-Barr virus.

AusAm Biotechnologies, Inc.

archived at www.externaldesign.com

(company was acquired; archived site may be viewed)

We teamed up with a business analyst-writer to create a site for this biotechnology firm specializing in earlier detection of kidney and cardiovascular disease.

The underpinnings of the new site accommodated rapid rollout of new content for two corporate divisions and a streamlined press-release workflow. Content was dynamic as the flagship product went through FDA-approval stages, and we worked closely and directly with the CEO, CFO and Director of Business Development.

FORTH, Inc.

INNOVATIONS IN SOFTWARE AND EMBEDDED SYSTEMS



embedded systems

SwiftX™ development systems
processors & controllers

embed

custom software development

system design & development
consulting, analysis, testing

custom

smart cards

systems, applications
consulting, development

cards

➤ **SwiftForth™**
create Windows applications using the Forth programming language

➤ **tech support**
choose support options that work for you

Our expert engineering services have developed projects that fly on the space shuttle, aid satellite communications and pack functionality into embedded systems. [Tell us how we can help your project.](#)

WHAT IS FORTH?

NEW PRODUCTS

SwiftX/ARM for the ARM family
featuring the Atmel AT91x40 and EB40 board. This is a 32-bit implementation using a serial port for the XTL.

SwiftX/i386 for DOS applications.
A 32-bit implementation using the DOS32A DOS extender. Works with most DOS platforms; ideal for i386 boards with embedded DOS in ROM.

SwiftX-SC@ Simplifies Smart Card Programming

Online Orders



Most FORTH, Inc. software products and Forth programming books are available for purchase online.

RECENT NEWS

[Another university engineering department adopts Forth](#)

[Latest SwiftX Version](#)



forth.com the web

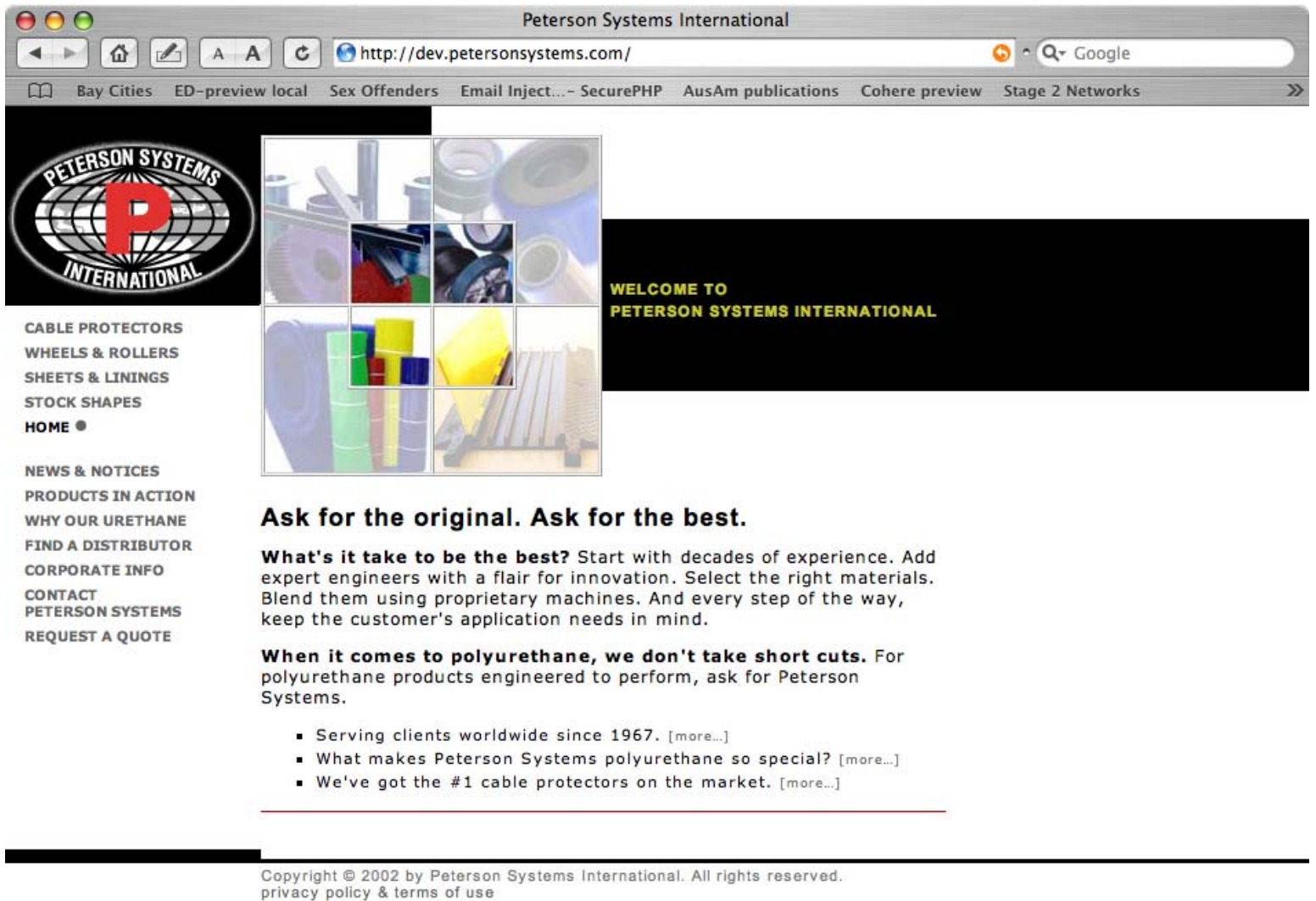
search

FORTH, Inc.

www.forth.com

This software products-and-services company retained us to re-design the site we originally created for them in the late 1990s.

The challenge for this site was to make it a historical and technical reference site, with a simple user-flow targeted at marketing without sacrificing informative content.



Peterson Systems International, Inc.

www.petersonsystems.com

(designed and implemented in 2002; not maintained by External Design)

This client designs and manufactures heavy-duty products for industrial applications, such as roller coaster wheels, cable-protection systems and commercial bin liners.

We delivered a site that conveyed the rugged image the client desired and, by careful product photography and compositing, conveyed the beauty of well-engineered parts in a way that appeals to this market.

bolsa DESIGNS

hand•bags
apparel
baby+pet

place order
contact bolsa



[home](#) | [hand•bags](#) | [apparel](#) | [baby+pet](#) | [place order](#) | [contact bolsa designs](#)

copyright © 2003 bolsa designs, inc. all rights reserved.
[privacy policy](#)

site by [externaldesign.com](#)

Bolsa Designs, Inc.

archived at www.externaldesign.com

(archived version of line-specific site we created)

This firm wanted an eye-popping design to complement the season's line of leather hand-bags, apparel and accessories. We worked with their designer to fine-tune the color palette and contrast, and to make the site user-action oriented.