

# **ROB LAYTON (.COM)**

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## **SENIOR WEB DEVELOPER**

### IDENTITY

I am a Sr. Web Developer and the Team Lead of the Web Development department at Florida Virtual School. 8 years of taking on a diverse set of roles and responsibilities has contributed to my respect for both process and innovation. I am currently developing a tablet and mobile-friendly JavaScript framework for producing rich 2d and 3d physics-based games, applications and analytics.

### PROGRAMMING LANGUAGES

PHP & MySQL, Javascript, ActionScript 2.0 / 3.0, C#, (X)HTML, HTML5, CSS, XML, jQuery, jQueryUI

### FRAMEWORKS

Away 3D, PaperVision 3D, Wordpress, Canvas, Three.js, WebGL

### DEVELOPMENT TOOLS

Visual Studio 2010 Express, Microsoft Web Matrix, Unity 3d, Adobe Flash Builder, Adobe Flash IDE, Eclipse, Notepad++, FlashDevelop, SlikSVN, TortoiseSVN, ArgoUML, Command Line (Terminal, CMD), Adobe Dreamweaver, Adobe Photoshop, Adobe Illustrator, Mac OSX, Windows

## **EDUCATION**

### B.A. DIGITAL MEDIA, INTERACTIVE SYSTEMS CONCENTRATION, UCF

Spring, 2006 – Fall, 2009

Combination of courses from computer science, art, and mass communication instilled a complete, real world application-based knowledge of digital media.

## **CURRENT EMPLOYMENT**

### WEB DEVELOPER, TEAM LEAD, FLORIDA VIRTUAL SCHOOL

July, 2010 – Present

I manage a team of 9 web developers, training them to learn all the core responsibilities of the position and follow proper design and development standards. I am also a hands-on developer who creates e-learning applications, assessments, and games.

- Wrote an e-learning toolkit for the team to efficiently produce e-learning applications in a rapid course development environment
- The e-learning toolkit is modular, provides a platform to easily build features upon, and is implemented in all courses currently being developed in-house
- Designs and develops interactive content originally deemed out of scope and intended for third-party vendors

- Implements cost-saving strategies by communicating directly with vendors to enforce web standards and ensure deliverables are aligned with the latest technological trends
- Fills the roles of Web Developer, Team Lead and Manager
- Attends IT Leadership meetings, leads Web Development meetings, and leads Web Development onboarding

AS2, AS3, (X)HTML, CSS, XML, JavaScript, Photoshop, Illustrator, Dreamweaver, jQueryUI, Blackboard

## PAST EMPLOYMENT

### INTERACTIVE DESIGNER & DEVELOPER, MONSTER MEDIA

November, 2009 – July, 2010 (8 months)

I designed and developed interactive advertisements and web content.

- Developed touchscreen applications for MTV, Showtime, BC Tourism, and Cover Girl
- Developed mobile-accessible backend systems to allow the team and clients to monitor user-generated content

AS2, AS3, (X)HTML, CSS, XML, JavaScript, PHP & MySQL, Photoshop, Illustrator, Premiere Pro, After Effects, Dreamweaver, PHPmyAdmin

### HTML PROGRAMMER, DIGITEC INTERACTIVE

August, 2009 – November, 2009 (3 month contract)

I worked with instructional designers to develop e-learning modules and web content.

AS2, AS3, XML, JavaScript, Photoshop, Illustrator, Dreamweaver

### WEB DEVELOPER INTERN, UCF

May, 2009 – August, 2008 (4 month internship)

Developed a Flash-based interactive map of the campus lands

- Wrote a scalable system for managing map data and assets
- Implemented a cost-efficient workflow for maintaining the map to reduce the dependency on technical expertise

AS2, (X)HTML, CSS, XML, PHP & MySQL, JavaScript, Photoshop, Illustrator, Premiere Pro, InDesign, After Effects, Dreamweaver, Microsoft Office, Sony SoundForge, WordPress, Joomla, PHPmyAdmin

### INTERACTIVE DESIGNER, THE PRESENTATION GROUP

May, 2004 – May, 2009 (5 Years)

Designed and developed legal exhibits for trial, with the task of researching historical case data, conceptualizing, and producing professional presentations.

- Filled the roles of Graphic Designer, Interactive Designer, and Web Developer

AS2, (X)HTML, CSS, XML, PHP & MySQL, JavaScript, Photoshop, Illustrator, Premiere Pro, After Effects, Dreamweaver, CorelDraw