



# David J. Rush

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**Objective** To acquire new skills that can be applied toward improving the usability and design of websites.  
To garner additional experiences in leadership and project management that benefit my work abilities and personal life.

**Education** **Carnegie Mellon University**, Pittsburgh, PA May 2007  
Major: Bachelor of Science in Psychology GPA 3.89  
Additional Major: Human-Computer Interaction  
Minor: Photography and Digital Imaging  
Honors: Phi Beta Kappa, Phi Kappa Phi, Dean's List with High Honors, Science and Humanities Scholar

**Experience** **College Prowler**, Pittsburgh, PA.  
*Web Producer/Front-End Developer*, August 2008 - present  
*For work samples, view <http://collegeproowler.com/>*

Played an integral part in several major design overhauls to main site and additional subdomains  
Examined information architecture, designed, and often implemented highly used site features:

- College student survey to optimize gathering of new genuine content for the site
- Editing system for remote intern and in-house editor use to streamline content creation process
- New and revised school search, reviews search, and school comparison using AJAX content loads
- Chances of Admission Calculator, Personality Quiz, and Financial Aid Calculator tools that have been responsible for a majority of user registrations

Helped increase site traffic and other visitor statistics including pageviews from:

- Less than 100,000 to more than 600,000 visits per month
- Less than 600,000 to more than 4,000,000 page views per month

Performed regular usability testing on existing and planned site features  
Tracked user experience data using Google Analytics and Clicktale  
Performed website optimization studies through Google Website Optimizer A/B testing  
Examined and fixed cross-browser compatibility issues and display bugs

**Self Employed**, Pittsburgh, PA.  
*Freelance Web and Graphic Designer*, August 2007 - present  
*For work samples, view <http://www.davidjrush.com/web.php>*

Led the development of websites from design to implementation to update management  
Fulfilled client graphic design needs including logos, business cards, and brochures  
Developed and maintained a consistent clientele that often returned for further work or referred clients  
Performed SEO work to improve search engine results and internet branding  
Managed content creation and integration as well as image editing and stock photo purchases  
Managed all client proposals, contracts, communications, and billing

**Skills** **Front-End Languages:** HTML, CSS, Javascript  
**Back-End Languages:** ASP.NET (C#), PHP, Visual Basic, Java, Perl, C++  
**Design Software:** Adobe Creative Suite CS4, Flash  
**Web Technologies:** Google Analytics, Wordpress, Clicktale, Google Website Optimizer, Facebook  
**Website Development Software:** Microsoft Visual Studio 2008, Microsoft SQL Server 2005, Subversion Version Control, Dreamweaver CS4