



**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.  
*Lead Web Producer and Product Manager*, 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 most 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
- Advanced school search, reviews search, and school comparison with AJAX loaded results
- Chances of Admission, Financial Aid, and Personality tools responsible for majority of registrations
- School search, application, and finance tracking tools for registered users

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

- Less than 100,000 to more than 1 million visits per month
- Less than 600,000 to more than 6 million page views per month

Performed regular usability testing and focus groups 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/portfolio/>*

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 (including AJAX)  
**Back-End Languages:** ASP.NET (C#), PHP, Visual Basic, Java, Perl, C++  
**Design Software:** Adobe Creative Suite CS5  
**Web Technologies:** Google Analytics, Wordpress, Google AdSense, Google Webmaster Tools,  
Google Website Optimizer, Clicktale, Facebook  
**Website Development Software:** Microsoft Visual Studio 2008, Microsoft SQL Server 2005,  
Subversion Version Control, Dreamweaver CS5