

# Paul Nozicka

K12 & Higher Ed Web Specialist

## ***Experience Abstract***

### ***Employer Summary***

#### **04/2009-05/2011 Folsom Cordova Unified School District Web Applications Specialist**

Performed system administration, applications administration and web applications support for entire K-12 district; served as functional webmaster for district; maintained and enhanced district website; technical lead on various district-wide systems including Encore (Special Education IEP web-based software), ePrintshop, enterprise-wide portal and webCMS; interfaced with vendors; evangelized for district web policies, services level agreements and integrated web services; worked with PIO to develop marketing campaign strategy, designed accompanying website and print ad; instituted metrics via Google Analytics to measure campaign conversions; PowerSchool Tier 2 Certified.

#### **11/2007-09/2008 California Chamber of Commerce, Sacramento, CA Information Architect**

As part of the web team, primarily responsible for defining site structure, navigation schema, content hierarchy, metadata schemas, and layout of user-interface for CalBizCentral.com and HRCalifornia.com (new sites to be launched on-or-about July 4, 2008); involved in the migration from MSCMS (Microsoft CMS) to MOSS 2007 (Microsoft Office SharePoint Server 2007). As part of the marketing group responsible for research and recommendation for digital edition of future CalBizCentral magazine (first issue scheduled for August 2008); project lead for the development of the future CalBizCentral portal which will merge the existing CalBizCentral.com and HRCalifornia.com sites and expand content offerings to include business law; the portal will be further developed along the lines of a knowledge management system and utilize semantical data to define hierarchical relationships.

#### **07/2007-05/2008 CA Assisted Living, Sacramento, CA Independent Consultant**

Responsible for the day-to-day maintenance of the caassistedliving.org website. Standardized template, CSS and file naming convention and directory structure. Implemented Google Analytics to analyze user traffic in preparation of future redesign.

#### **12/2002-3/2006 San Jose State University University Webmaster**

Managed the top-level SJSU site, servers and top-level domain; responsible for the project management of sjsu.edu redesign and rebuild; coordinate roll-out of all new site functions; maintain and extended site graphical and publishing standards; served on various university-level committees and hiring panels; reviewed and recommended university policy; defined and established web services unit; hired and managed unit staff; functioned as work lead for web site technical team; one-on-one faculty consulting; developed and facilitated faculty training workshops; familiarity with user-segmentation, web metrics, web analytics; technical project manager for web-based services such as web-based surveys, web content management system with web-based WYSIWYG editor, online databases for faculty publications and SJSU experts; explored integration of WebCT, distributed databases and systems, e-Portfolios and other web-based technologies to enhance pedagogy; established a web services and technical infrastructure roadmap that ultimately results in an enterprise-wide portal solution with single-signon and data aggregation via XML/RSS feeds.

#### **2/2005-4/2005 Nuance Communications, Menlo Park, CA Independent Consultant**

Recoded and updated UI of existing intranet template so that it was web standard compliant and easily managed from a central location without using a dynamic content management system; redeveloped information architecture; development documentation; held knowledge transfer workshop.

#### **5/2002-11/2002 CA Department of Water Resources, Sacramento, CA Web Consultant**

Hired through Venturi Partners as a web consultant. Performed usability and accessibility assessment of existing sites; ensured departmental web guidelines were met; performed site redesign; provided routine web site maintenance.

### **9/2000-11/2002 CSU, Sacramento College of Continuing Education Instructor**

Instructed Information Architecture and Internet Infrastructure courses for the Web Applications Developer Professional Certification Program; developed curriculum for Information Architecture and Internet Infrastructure courses; assisted in the development of an internship program for Program students; acted as Project Manager and liaison for program projects.

### **6/1999-11/2002 CSU, Sacramento University Webmaster**

Responsible for coordinating with University Media Services on the design of the main university web site; designed department intranet; solely responsible for the design, graphics and hierarchy of numerous department web sites; developed and instructed various faculty and staff workshops on web development and graphic software packages; utilized WebCT for online course development; part of the interview panel for IT professionals; developed the University's Web Style Guide; member of the University's Web Committee; acted as IT consultant for the campus population; managed student assistants.

### **5/1998-12/1999 KSSU 1580 AM • The APEX Sacramento, CA Director of Marketing**

Responsible for the design and layout of all station publications; developed a successful and progressive marketing plan identifying key target populations; designed station web site which won 2nd place in the 1999 CA State Fair Web Site Competition.

### **5/1998-12/1999 CA Dept. of Health Services Student Assistant**

Worked as part of the INET Unit developing the Department's website and that of each of their numerous divisions; designed the Department's Intranet and Internet sites; developed Department website standards; Layout/Graphics Editor for On-Line, the Department's Information Technology Newsletter.

### **5/1997-5/1999 CSU, Sacramento Associated Students Inc. Internet Services Chair**

Chaired the Internet Services Committee who's responsibility it was to design and maintain professional and effective websites for both ASI and each of their 11 programs; responsible for the design of ASI publications and graphics.

### **1995-Present Freelance graphic designer/web designer**

Completed freelance projects for numerous student organizations and departments at CSU, Sacramento; March of Dimes; Arthritis Foundation; Rico Oller CA Assemblyman for State Senate; Hornet Athletics; and the Sacramento Kings; projects included designing logos and creating corporate identities, desktop publishing, t-shirt graphics, web sites and acting as a consultant on projects.

## **Conference Presentations**

### **EDUCAUSE National Conference**

10/2004 Denver, CO; *Designing with Web Standards*

### **EDUCAUSE Western Regional Conference**

3/2004 Sacramento, CA; *Integrating Web Services with Open-Source Technologies*

### **Teaching with Technology Summer Institute**

6/2002 CSU, Sacramento – Sacramento, CA; *Basic Web Design; HTML;*

6/2000 *Macromedia Dreamweaver; Web Accessibility*

### **CATS (Consortium of Academic Technology Staff) Conferences**

3/2005 CSU Sacramento – Sacramento, CA; *Measuring Web Site Success*

4/2004 Cal Poly - San Luis Obispo, CA; *Designing with Web Standards*

4/2003 CSU Fresno - Fresno, CA; *Web Accessibility*

4/2002 CSU Chico - Chico, CA; *Web Accessibility*

4/2001 CSU Long Beach - Long Beach, CA; *Web Accessibility*

## ***Achievements & Recognition***

### ***Grants***

- ***\$1M MyCampus Web Portal Grant, CampusEAI Campus Consortium - 2011***  
Application completed and submitted on behalf of Folsom Cordova Unified School District
- ***TIGERS Grant, CSU Center for Distributed Learning - 2002***  
Awarded grant to develop Web Accessibility Learning Modules. This online instructional site will also include accessibility heuristics and serve as a working example of a visually oriented and multi-media rich accessible site. Included in the final work product are CSU system-wide train-the-trainer workshops. The grant project is a collaboration between individuals from CSU Sacramento, CSU Humboldt, CSU Fresno, and the University of Wisconsin, Oshkosh.

### ***Awards***

- CSU Community of Academic Technology Staff Outstanding Professional Award – 2005
- Recognition for Excellence in Accessibility, SJSU Disability Resource Center Award – 2004
- TIGERS Grant Recipient, CSU Center for Distributed Learning - 2002
- Outstanding National Website, Sigma Phi Epsilon Fraternity – 1999
- 2nd Place CA State Fair Website Competition – 1999