

Curriculum Vitae for Randy Horton

416 323 9692
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Career Highlights

- Established and maintained Mediaboot Inc. as a sole proprietor, incorporated consulting entity to many nationally recognized organizations since 2001, including the leadership and development of Web content for the Canadian Broadcasting Corporation, The Globe and Mail, Scotiabank, CIBC Wood Gundy, Sprint Canada, Kaboose.com and other top Canadian organizations. 2001 – 2008
- Featured in January, 2007 in The Toronto Star, as an emerging new media artist dealing with artificial life art and technology. (Jan 23, Section D2, 2007)
- Attained the nationally recognized "InterAccess New Media Award" for outstanding design and production in New Media, 2006
- Lead development and implementation for the worlds first family friendly search engine using PHP, MySQL, .Net and MSSQL: Kaboose.com 2004 - 2005
- Achieved a 600% increase in efficiency and profit margin for learninglibrary.com through improved project management and automated production processes utilizing XML. Flash & VBA, 2002 – 2004.
- Established and grew MarketLink Corporation design department from 0 to 6 people in less than 10 months, generating over \$1.2 million in revenue in the first year, with 0% turnover. 1998 - 2001

Professional Experience

Chief Accelerator, Mediaboot.com, Toronto, 2001 – Present

- Met with clients to determine Internet strategies
- Guided clients through all aspects of concept, design, and implementation. Including CMM Level 3 and ISO 9001 Project Management methodologies.
- Developed project plans and managed implementation for large Web initiatives ranging from \$35K to over \$3 Million
- Provided technology training and support to organizations in order to achieve reduced support expenditures and customer satisfaction/retention.
- Lead the implementation and development of enterprise level projects using .asp, php, xml, flash, MySQL, MSSQL and Oracle technologies.

Tech. Instructor & Graduate Assistant, Ryerson University, 2006 – Present

- Created curriculum and instructed workshops in flash, MySQL 5.0 and PHP 5.0
- Graded and evaluated student projects on behalf of the program director
- Tutored students who had difficulty in core programs

Creative Director - New Media, MarketLink, Toronto, Jan. 1998 - 2001

- Researched and educated staff on new Web and multimedia technologies.
- Assessed media proposals, developed specifications and cost estimations for projects ranging from \$25K to over \$1 million.
- Lead development dynamic Web applications integrated with flash, dhtml, xml/smil and other front-end technologies.
- Met client timelines and budgets through management of design process.
- Ongoing leadership and mentoring of creative department and other staff.
- Defined client's creative and brand strategies

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- Managed creative department, presenting designs to clients, gathering client feedback, mentoring staff, career planning, strategic direction of department
- Interviewed and hired quality staff with 0% turnover.

Senior Multimedia Designer, The Globe and Mail, Jan. 1997 - January 1999

- Designed and implemented print and interactive sales tools, media kits and advertising concepts for the Web and advertising sales team.
- Identified clients' advertising objectives, and developed advertising campaigns to achieve clients' goals
- Researched client's target markets and leveraged their brands to create 'one to one' advertising campaigns
- Maintained Globe and Mail web properties, creating pages using asp, html, JavaScript, Perl and graphic design packages.
- Designed and produced newsletter products for Globe and Mail partners; Wood Gundy, Royal Bank of Canada, CI mutual etc. using Quark Express
- Implemented and managed the maintenance of the Globe and Mail Intranet

Technology Instructor, Digital Eve, Toronto, Ontario, 2000 - 2003

- Created and presented courses in JavaScript, Flash, XML and Web Design for Digital Eve Toronto. Average class size of 40+ students.
- Supported and enhanced courses through development of Web-based e learning, code samples, and multimedia presentations tools.
- Solicited and documented student feedback improving the learning experience and student growth by adjusting courses where required

Senior Creative Designer, PointCast, Toronto, Ontario, Jan. 1996 - Dec. 1997

- Designed and produced 15 and 30 second animated Internet commercials.
- Established the Creative department as a profit center.
- Managed relationships between technology providers and clients
- Instructed third parties on how to use PointCast proprietary animation software.
- Produced various sales and marketing materials in print and digital formats.

Technical Skill Summary [5 - 14 years experience with skill summary items]

- **Programming Languages:** HTML, DHTML, XML, XSLT, T-SQL, MySQL, CSS 2.0, JavaScript, Java, ASP.net, PHP, Lingo, Visual Basic, VB Script, Perl, Actionscript 2.0, Processing, AJAX, Web 2.0, OOP Methodology
- **Applications:** Adobe Applications, Premier, Illustrator Photoshop, Image Ready, Quark Express, Macromedia Director, Macromedia Studio Products, Flash, Autodesk 3D Studio, Corel Applications, Dreamweaver, Visual Interdev, Swift 3D, Blender, MSSQL, MySQL, Many other multimedia and programming technologies.

Education and Certifications

- Master of Fine Arts Honours: Documentary Media - In Progress
- Ontario Graduate Scholarship, Ryerson University, 2008
- Ontario Graduate Fellowship, Ryerson University, 2007
- Bachelor of Fine Arts Honours, New Media: Ryerson University, 2007
- Certified Project Manager / Scrum Master, September 2003
- Microsoft Certified Professional - Web App. Development, January, 2002
- Concordia University, Industrial Design, 1993
- Ontario College of Art and Design, Foundation Program, 1989 - 1990

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- National Coaching Certification Program level 3, 2001
- 5th Degree Black Belt, Koryu Aikijujitsu, 2006
- 4th Degree Black Belt, Chitoryu Karate, 2008