

Donald McGrath

cell: (646)734-8448

Don@mcgrathdesigns.com

Portfolio: www.mcgrathdesigns.com/portfolio/

Clients

Saturday Night Live/NBC, Disney, Comedy Central, Discovery Channel, Howard Stern, Warner Bro., WNET, Stephen Colbert, The Late Show With David Letterman, Rothmans Dept. Store, Carnival Cruise Lines, DDB Needham, Grey, Ogilvy and Mather, Saatchi and Saatchi

Disciplines

LAMP stack, PHP,HTML5, XHTML, XML, CSS, Dreamweaver, Photoshop, Illustrator, InDesign, Flash CS3, Mediaspan Content Management System, Transporter, iQue and MOS, Drupal, WordPress, ASP.NET, MySQL, javascript, Linux, Unix, CGI, Post-Relational Basic, UV Database, SQL, Apache, TOMCAT

Employment

New York Botanical Garden, Bronx, NY

Nov '09 – Present

Technical Specialist, Web Developer/Designer – Creative Services

- Back-end programming on home-grown PHP, CMS and MySQL.
- Develop in a LAMP environment.
- Conceptualized, mocked-up and presented new enterprise wide persistent navigation element uniting multiple company departmental websites.
- Coded navigation in HTML and jQuery.
- Programmed dashboard in PHP for creating, editing and deleting nav items and pushing staged or live menu to all sites.
- Interfaced with MySQL using PHP and command line to create tables, update, select and insert data and manage permissions and users.
- Managed the export of a universal updated nav file that could be imported to disparate departmental websites.
- Designed mocked-up and presented new slideshow delivery page with enhanced interactivity.
- Programmed dashboard to upload zip file of photos facilitating dynamic resizing, editing of titles and captions and general slideshow management and distribution.
- Front-end UX Programming, CSS, Flash, jQuery, HTML5, PHP, javascript.
- Manage reporting tools such as Informer 4.0 and SQL Management Studio 2008 for both SQL and U2 databases.
- Build applications in Post-Relational Basic on U2 database structure to solve systems integration needs.

Times Review Newspapers, Mattituck, NY

April '06 – Nov '09

Director Digital Technology

- Manage web services, disparate databases, multiple operating system (Linux, Mac and PC) and two off-site locations servicing 70 plus staff for Times/Review Newspapers, publisher of four local newspapers and ten supplements covering the east end of Long Island.
- Manage and code payment processing self service modules for subscription based services.
- Program web facing pages with CSS, PHP, HTML, javascript, and forms.
- Re-Designed four newspaper websites in effort to refine usability for readers and

- optimize current technology.
- Re-designed web pages in effort to refine usability for readers and optimize current technology.
- Set up revenue generating banner advertising capability.
- Set up forums, blogs, community calendar, polls, chat, photo and video uploading, using Drupal (open source php).
- Used PHP templating system to create customized pages for user generated content.
- Social networking site intended to capture citizen journalism content to bolster newspaper website offerings.
- Create and maintain RSS feeds and other forms of XML files such as editorial content and podcasts.
- Developed many dynamic pages using CSS and forms for classifieds, subscription entry, and comments sections.
- Initiated web-metrics tracking utilizing Google Metric services to isolate user preferences. Introduced slideshows and video showcases for websites within a searchable database structure and a .Net content management system provided by Mediaspan software.
- Well-versed with various techniques & procedures for Web 2.0 compliant web development, Search Engine Optimization, User features analysis, Object oriented programming, Secure E-commerce implementations, Payment Gateway Integrations and SSL implementation.

Corporate Values, Roslyn, N. Y.

April '04 – April-05

Web Administrator/Designer/Programmer/Flash Animator

- Built and maintained mini websites using HTML, Flash, javascript and CSS.
- Influential in going live with ASP E-Commerce solution software application leveraging technology to increase sales and promote new leads.
- Administered ACT customer relationship software to facilitate mining and market segmenting to access valuable current clients.
- Redesigned and developed company website to better migrate customers into database and provide a showcase for promotional items.
- Consolidated multiple business processes into one software package for more efficient multi-dimensional access, refining productivity.

Freelance Web Developer, New York, N.Y

August '02 - Present

Designer/Programmer/Flash Animator

- Leveraged LAMP stack to provide business owners with websites and databases to achieve desired business requirements.
- Created website templates using includes and html generation logic in PHP.
- Created restaurant e-commerce site to market promotional items and sell them online. Used PHP to code the website using includes for navigation, header and footer.
- Outline proposals with clients' to fulfill various businesses' needs in relation to a web presence.
- Design newsletters and handle personalized mail merging for mass permissive e-mailing marketing campaigns.

Editing Concepts, New York, N.Y

July '99 - August '02

Designer/Director/Animator

- Producer/Director responsible for 12+ employee's and the production of animated series

- Interviewed employee's/one-to-one with clients/supervised creative team/contributed to scripts/oversaw final edits.
- Credited for co-writing script for Saturday Night Live, participated in creative, script writing brainstorming sessions
- Influential in turning basic Digital Ink and Paint Company into full service creative animation studio.

J.J. Sedelmaier Productions Inc., White Plains, N.Y
Production Coordinator/Animator/Background Supervisor

Mar-95 to June-99

- Responsible for overseeing the production of traditional animated shorts for broadcast television series such as Saturday Night Live T.V. Funhouse.
- Animated on television series and commercial segments for companies such as Disney, Quilted Northern,
- The Colbert Report and The David Letterman show. Coordinated production teams ranging in size of up to six artists.

Morgan Stanley, Dean Witter Inc., Riverhead, N. Y

April '05 – April '06

(While enrolled at N.Y.U. Master Degree program in Management and Systems)
Financial Advisor

- Contact cold call subjects daily, develop leads and generate revenue through sales of investments and investment vehicles.
- Met leads, developed financial plans based on client needs, goals, capital and risk tolerance.
- Fulfilled Series 7, Series 66, Series 31, and Life, Accident and Health certifications.

Education

New York University, New York, N.Y., M.S., e-Commerce,
School of Management and Systems

(2008)

Ithaca College, Ithaca, N.Y., Bachelor of Fine Arts

(2008)
(1992)

Additional Education

Hofstra University

New Horizons, Westbury, N.Y.

New York University, New York, N.Y.
New Horizons, Westbury, N.Y.

Developing Web applications with
ASP.NET 3.5 and Visual Studio 2008
Querying T-SQL Server, (2004)
Programming T-SQL Server, (2004)
Developing .Net Applications, (2004)
Certification for Web Design (2002)
Flash MX, advanced (2002)

Press Mentions and Honors

Director; N.B.C. television series; POST and Animation Magazines 2000, 2001

