

Jeff dePascale

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Web and mobile applications professional with leadership experience in rich media solutions, social media presence integrations, and distributed content initiatives in consumer-oriented environments.

Areas of Expertise

Rich internet applications, mobile web and application development, social media solutions and integrations, web application architecture and development, media campaign development

Professional Experience

December 2006 - Present

Ryan Partnership - Wilton, CT

Senior Web Developer

- Lead the development of Flash websites and modules as part of national campaigns for high profile clients in industries ranging from consumer packaged goods to commercial airlines
- Worked closely with backend developers and database architects to devise a consistent, replicable data integration model across all clients
- Established the corporation as a licensed enterprise level iPhone development group, creating internal standards and practices for mobile application architecture and development processes
- Lead the technological planning and development of a \$250K closed market iPhone application for a prominent client and oversaw the preparation and distribution of over 1,000 custom iPod Touch devices preloaded with the application as part of a targeted marketing campaign
- Headed the development of an integrated flash microsite and mobile web campaign for a major multinational packaged foods company with an integrated SMS notification component
- Executed concepts alongside design teams to deliver cohesive rich-media experiences to the end user
- Hosted training sessions with designers to improve proficiency in actionscript development and working to instill best practices
- Established and documented standards, facilitating the standardization of communications with the Technology group
- Developed model applications using leading edge Flash technologies including augmented reality applications, QR code detection, 3D APIs, and social media integration APIs
- Developed Facebook applications and social media integration components within marketing campaigns
- Recipient of multiple awards throughout tenure

July 2008 - Present

Test Pilot One Eleven, LLC - Stratford, CT

Freelance Open Source API/Mobile Application Developer

- Architect and developer of the open source Actionsript 3 microsite framework Fosfr, which provides an array of technological efficiencies for Flash based microsite development, as well as numerous other open source API's, additionally providing extensive documentation and support to developers
- Devised and continually developing the iPhone application 'Quick Text', which provides end users an efficient way to respond quickly to email and SMS messages; currently available for purchase on the iTunes App Store

January 2007 - May 2008

Naugatuck Valley Community College - Waterbury, CT

Adjunct Instructor - New Media

- Developed and instructed new media courses focused in web development and video production and editing
- Aided in reviewing and modernizing the department's curriculum as an industry professional advisor

Education

Johnson & Wales University - Providence, RI

BS: Computer Graphics/New Media - 4.0 GPA