

## MICHAEL LASCARIDES

<http://lascarid.es/>

### EMPLOYMENT EXPERIENCE

**Manager, National Library Online** *National Library of New Zealand. 2013–present.*

I currently lead the web team for the NLNZ, which provides the web front-ends for a collection of nearly 40 million records, and the online voice for a forward-looking major cultural institution.

**Design strategy, web development and user experience consultant** *Various dates.*

In between full-time gigs, I've designed and built solutions for dozens of clients ranging from small start-ups to Fortune 100 giants, with a special focus on libraries, museums and other non-profits.

**Senior manager for web initiatives** *New York Public Library. February 2011–June 2012.*

As head of the NYPL web development team, I had responsibility for usability and production of the Library's main web sites (on Drupal, Rails, and proprietary platforms), which serve over 2.5 million visitors a month. I made instrumental contributions to the development of the Library's digital strategy in a time of overwhelming change.

**Digital user analyst** *New York Public Library. September 2008–February 2011.*

As user analyst for the NYPL's Digital Experience Group, I performed usability testing, audience research, and user experience design advisory. I was frequently involved with development of new digital tools to further the Library's research goals.

**Senior developer & information architect** *Alexander Interactive. 2007–2008.*

I was responsible for strategic planning, use cases, testing plans, wireframing, user profiles/personas, and user experience design for a wide variety of clients at this busy interactive agency. Helped build a large content management system for a popular online media platform using Ruby on Rails.

**Senior web project manager/senior developer** *Bliss Spa. 2003–2007.*

As designer and developer, I had free rein to implement web sites, back-end systems and hosting arrangements for this thriving e-commerce business. As a result, sales and traffic on the company's sites increased nearly five-fold in just a little over three years. Before leaving, I project-managed the site's move to a full-featured real-time J2EE platform.

**Senior technical producer** *DigitalForm Ltd. 1999–2001.*

For this award-winning arts and the fashion design shop, I developed technical solutions for creative problems, and oversaw the implementation of those solutions. Position grew out of a freelance stint as a designer, and turned into a bridge between the creative and the technical sides of the business.

**Quality control supervisor** *Pluzynski/Associates. 1995–1997.*

Responsible for digital and print quality assurance in busy direct-mail design firm with many blue-chip clients.

### TEACHING EXPERIENCE

**School of Visual Arts** *1999–2012.*

MFA courses: Web Programming I, Web Programming II. Continuing Education courses: HTML, Next Generation Web Design, Web Programming with PHP and MySQL, Javascript.

**New York University** *2006–2012.*

Continuing Education courses: Web Design Intensive, Information Architecture: Fundamentals, Information Architecture: Intermediate, E-commerce Design, Web Usability.

## COMPUTER EXPERIENCE

- ❖ **Internet user since 1987.**
- ❖ Skilled in strategic planning, user testing, wireframes and other User Experience/Interaction Design tasks. Have conducted over 200 hours of one-on-one usability interviews.
- ❖ Expert HTML/CSS skills (including real-world hand-coded implementations of HTML/XHTML/HTML5, CSS3, etc). Avid user of responsive frameworks and tools such as Twitter Bootstrap and SASS.
- ❖ Experienced with design for mobile app, tablets, and touchscreen devices.
- ❖ Expert in Ruby on Rails, PHP/Drupal, JavaScript and JQuery with multiple real-world implementations. Strong Perl, Python and Java/JSP.
- ❖ Strong XML and XSLT.
- ❖ Over twelve years' experience developing and maintaining relational databases (primarily MySQL, SQLite and Postgres). Some experience with document-driven databases (MongoDB).
- ❖ Expert user of Illustrator, and Photoshop.
- ❖ Advanced knowledge of systems administration, security and encryption, especially Linux and Apache.
- ❖ Advanced digital photography and video experience.
- ❖ Some experience in many other major graphics, video and sound programs (including After Effects, ProTools, QuickTime, FinalCut Pro, GarageBand, MAX/MSP/Jitter, etc).
- ❖ Much other experience with programming (Processing, ActionScript, Applescript, C), Arduino, networks, DNS, troubleshooting, digital printing, CNC machining, and much more.

## EDUCATION

**BS, New York University** *Summa cum laude*.

Information Systems Management (with Application Programming concentration).

## SELECTED PUBLICATIONS

- ❖ *Book (contributor):* “**Crowdsourcing our Cultural Heritage**”, edited by Mia Ridge. *To be published in 2014.*
- ❖ *Book:* “**Next-Gen Library Redesign**”, Neal-Schuman Publishers, 2012.
- ❖ *Article:* “**Museums beyond museums: In this networked century, where does a museum begin and end?**”, Christchurch Art Gallery Bulletin, March 2013. (<http://christchurchartgallery.org.nz/bulletin/171/museums-beyond-museums//articles/2099>)
- ❖ *Article:* “**Infomaki: An Open Source, Lightweight Usability Testing Tool**”, Code4Lib Journal, Nov 2009 (<http://journal.code4lib.org/articles/2099>)

## SELECTED PRESENTATIONS

- ❖ Featured speaker, Service Excellence Symposium, 2009
- ❖ Featured speaker, NERCOMP Usability SIG, 2009
- ❖ Featured speaker, Columbia University Libraries, 2009
- ❖ Featured speaker, Massachusetts Library Association, 2010
- ❖ Featured speaker, NYLINK, 2010
- ❖ Featured speaker, Hawaii Library Association, 2010
- ❖ Keynote speaker, New Zealand National Digital Forum, 2011
- ❖ Featured speaker, Auckland War Memorial Museum, 2011
- ❖ Featured speaker, State Library of New South Wales, 2011