

Christopher Rankin

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Web Developer | KLRU-TV, Austin PBS

February 2014 - present

Manage front-end templates and back-end code base for station websites. Build sites and microsites to support local productions, fundraising campaigns, and educational initiatives. Designed and coded site for long-form news story about Eastside High that included over half an hour of video. Collaborated with Producers and Interactive Director to launch reconfigured and redesigned website for Central Texas Gardener. Coded microsite for Austin City Limits Hall of Fame. Keep updated on relevant innovations in web video, content management systems, and related topics in order to incorporate best practices and identify opportunities for future development. Troubleshoot code and database problems for existing websites. Collaborate with Interactive Director to help inform station's digital strategy.

Web Designer | Whole Foods Market

October 2011 - February 2014

Managed weekly home page and site updates on wholefoodsmarket.com. Designed and coded microsites for special projects and promotions. Designed and developed Facebook pages, social media promotions, and email campaigns. Worked with marketing, public relations, and social media teams to design and integrate companywide promotions and events. Participated in the relaunch of wholefoodsmarket.com that included a full site redesign and the adoption of Drupal for the site architecture and management. Worked with employees in over 300 stores to help them maintain and update content and features for their individual stores.

Freelance Web Developer and Designer

September 2009 - present

Design and develop sites for nonprofits, arts organizations, small businesses, and creative individuals. Recent projects include a site for a popular local pizza restaurant, a custom one-page WordPress theme and Flickr integration for a bicycle builder, a skateboard company site with an online store, and a multi-user, calendar-based site with a WordPress back-end for a regional arts organization. Work both independently and collaboratively with other designers. Train and support clients in website management and content creation.

Webmaster | University of Texas at Austin School of Architecture

January 2005 - October 2011

Designed, developed, maintained, and coded all UTSOA websites and interactive projects. Worked closely with faculty, staff, and students to prototype and develop websites for research, studio projects, and school events. Created page templates and frameworks to help facilitate content management and creation by non-technical staff and faculty. Ensured user experience consistency across modern-day browsers, multiple platforms, and screen resolutions by writing accessible and valid code. Designed HTML email newsletters. Maintained website style guidelines. Hired and managed contractors to assist in web application development. Directed the development and implementation of the student portfolio builder tool. Developed and designed custom, PHP-based content management system. Responsible for major redesign of UTSOA site.

Administrator of Publications | Texas Commission on the Arts

September 1997 - January 2005

Designed, coded, developed, and maintained all agency websites. Designed and managed all agency print projects. Upgraded database and designed user interface for statewide online art calendar. Redesigned user interface, restructured site architecture, and integrated database for TCAnet website. Developed conference registration web application. Designed and produced online and email newsletters. Consulted with staff to develop and design complementary web and print projects. Produced and maintained agency print and online style guides. Provided art direction for newsletter and other publications. Supervised print projects including selecting printers, creating prepress-ready files, and overseeing press checks.

Membership Coordinator/Database Manager/Webmaster | Austin Museum of Art

November 1994 - September 1997

Managed all new member campaigns and renewal membership requests. Oversaw membership increase of 250% over a three-year period. Organized and managed corporate and individual annual fund campaign. Assisted in capital campaign to expand museum into downtown space. Designed membership collateral pieces including mailings, letterhead, membership cards, and brochures. Developed and designed the museum's first website. Trained and managed volunteers and interns.

tools

- HTML5, CSS3, Sass, LESS, Stylus, Bourbon, Neat
- JavaScript, jQuery, Node.js, Express, AngularJS, Backbone
- WordPress, ExpressionEngine, Drupal, Indexhibit, Stacey, Perch, Jekyll
- Git, Grunt, Gulp, Vim, Bootstrap, Foundation
- PHP, CodeIgniter, Zend, CakePHP, Kohana, Symfony
- MySQL, SQLite, CouchDB, MongoDB
- Photoshop, Illustrator, InDesign, Flash, Final Cut Pro, iMovie, Audacity

education

Trinity University
San Antonio, Texas
BA, English
BA, Art History with Honors
Honors Thesis: *Ethics and Aesthetics in the Self-Definition of Black Political Artists of the 1960s & 1970s*

portfolio

getcrank.in

other experience

- Co-founder, Austin Museum of Digital Art (AMODA), 1997
- Editor, Trinity Review, Trinity University, 1991-1994
- Speaker, How to Get A Website, Artist INC Training Program, City of Austin, October 2015
- Speaker, Websites that Work Webinar, Texas Commission on the Arts, April 2015
- Speaker, Websites that Work: Building and Quantifying Your Success, State of the Arts Conference, 2013 & 2015
- Speaker, Building Your Web Site, various art-related conferences & workshops, 1998-2003
- Writer and Teacher, Picasso, Braque, and the Dawn of Cubism, Barnes & Noble University (powered.com), 2001-2002
- Teacher, Introduction to Flash and Design for Non-Designers, Barnes & Noble University (powered.com), 2001-2002
- Newsletter Editor & Steering Committee Member, Old West Austin Neighborhood Association (OWANA), 2009-2011 & 2014-2015