

**Dax J. Phillips**  
**New Berlin, WI 414-217-1298**  
**<http://daxphillips.com> - [daxphillips@gmail.com](mailto:daxphillips@gmail.com)**

A resourceful, detail-oriented creator committed to furthering the value of your organization by producing usable and engaging experiences.

**CAREER EXPERIENCE**

**In-House Chef / Food Advisor**

New Berlin, Wisconsin 07/18 - Current

Provided special meals, and meal planning for high-end clients. Planned meals according to clients' specifications and dietary needs as well as shopping for ingredients and packaging and delivering meals. Created hundreds of recipes on Simplecomfortfood.com, as well as a platform on the Food Network.

**Director of Technology**

Marquette University Law School - Milwaukee, Wisconsin 07/07 - 07/18

Provided leadership for short and long-term planning for all technology initiatives: vision, goals, strategies, infrastructure, budgeting, and collaboration with others.

- Managed the Information Technology department including the direct supervision of two full-time employees and seven technology assistants.
- Collaborated with university administrators to develop IT solutions to support the growth and marketing efforts of the law program and the technical architecture for the new law school.
- Directed and supported all new technology implementations with hardware, software, and web. Coordinated department production and outputs to ensure data availability and network services reliability. Oversaw department finances including budgeting, cost management and forecasting.
- Led the initiative for a full website redesign and development, and initiated the efforts for live streaming: "On the Issue with Mike Gousha."
- Led the technology planning efforts that include the activities to evaluate, develop, and implement law school technology plans and the technical architecture for the new law school since 2010.

**Web Manager**

Marquette University Law School - Milwaukee, Wisconsin 12/02 – 07/07

- Managed and implemented a complete website redesign using XHTML adhering to Section 508 (Accessibility) Guidelines. The site averaged over one hundred and thirty

content managers, over 1100 registered users, online job boards, registration forms, e-commerce, blogs, RSS feeds, discussion forums, online surveys, and a course management system.

- Led the Law School in the implementation of enhanced webcasting and streaming services. Supplied content management to all stakeholders within the Law School allowing them to communicate more effectively via the public website as well as their private intranet.
- Provided document portals using Microsoft SharePoint technology connecting people and process with Microsoft products (e-mail, office documents, etc) including Office 365.
- Communicated effectively with high-level administrators, faculty, staff, alumni, and students, ensuring that their projects and ideas were implemented in all marketing patterns including web, print, and radio. Served on communication committees and led the efforts in communication with internal and external audiences.

### **Director of Internet Technologies**

Homeboyz Interactive - Milwaukee, Wisconsin 06/99 – 12/02

- Developed and managed over 25 websites with a team of five or more members.
- Brought in over \$500,000.00 in new work for the non-profit organization.
- Assessed prospective client needs and objectives; Developed and presented project proposals and budgets; Served as Creative Director overseeing client branding,
- Developed usability and accessibility plans; Prioritized and delegated site tasks to team members; Communicated status reports to clients.
- Managed over 40 trainees and fostered a learning environment that led to future job/ internship placement for trainees.
- Oversaw the development of a content management system from the ground up, of which allowed customers to easily manage all aspects of their users, and assets.
- Worked closely with high-level administrators and marketing staff to ensure their projects were developed on time and within budget.

### **Webmaster/Lead Developer**

DDB DIGITAL Dallas, Texas 10/97 – 06/99

- Developed award winning websites for notable clients such as Pepsi World, and Footaction USA. Acted as consultant for all web based projects.
- Worked closely with the creative staff (Creative Director, Designers), as well as Project Managers, Producers, and Account Executives ensuring that timelines and budgets were met.

### **Webmaster**

i2 TECHNOLOGIES Dallas, TX 04/97 – 10/97

- Designed and developed the corporate Internet and Intranet site of i2 Technologies, leaders in supply chain management.
- Communicated effectively and collaborated closely with all departments to ensure proper content development throughout the corporate and internal web sites.
- Managed databases using TeamFusion, and oversaw production of all streaming media including Netshow and Real Technologies.

### **Internet Developer**

AGENCY.COM Dallas, TX 06/95 – 04/97

- Developed Fortune 500 web sites including Compaq, Allstate, Merrill Lynch Japan, Sun Microsystems, and various others. Instructed creative staff with technical issues for all web sites.

### **AWARDS & RECOGNITION**

- Implementing tools for collaboration across boundaries, CALI Conference, Fort Lauderdale, FL, (June 16, 2006).
- The Tangled Web We Weave, Milwaukee, WI, (July 13, 2004).
- Managing Student Organizations on the Web, Seattle, WA, (June 19, 2004). New Media and Vision Award – Silver for Pepsi World, 1998
- New Media and Vision Award – Runner-Up for Footaction USA, 1998 CD-I Association – Silver Award for San Diego Museum of Art, 1995
- Usability Professionals' Association Web Standards Group
- Miller Tools for Success Winner, 1992

### **SKILLS & OTHER EXPERIENCES**

- User Experience, Wordpress, Web Design, Web Development, SEO, Project Management, Online Communities, Workflow Design, Customer Service, Photoshop, Dreamweaver, Adobe Premier, XHTML, CSS, Perl, PHP, JavaScript, Flash, Sharepoint, Drupal, Blogs, Wikis, Photography, plus much more.

### **EDUCATION**

Milwaukee Area Technical College

Associates Degree, Visual Communication and Computer Graphics G.P.A.: 3.85