Prentiss Riddle

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Professional Summary

Program management and web development in support of collaboration, online communities, social media and scholarly communication.

Employment

Senior Business Analyst, IC^2 Institute, the University of Texas at Austin. 6/07 to date.

A hybrid position:

- Program management for the UT Austin|Portugal Program (utaustinportugal.org), a research, education and technology commercialization consortium among universities in Portugal and Texas. Conducted strategic planning, reporting, internal and external communication with a diverse audience of academics, government officials, entrepreneurs and students. Supported business development by Portuguese technology companies in Austin.

- Web development for the IC^2 Institute and the UT Austin|Portugal Program. Designed, built and maintained sites in WordPress, ExpressionEngine, Joomla and PHP. Initiated and directed social media activities.

Technical Evangelist, Pluck Corporation. 5/05 to 4/06.

Interaction design, product management and technical marketing for Shadows.com, a social bookmarking service. Wrote engineering specifications for complex feature sets including social networking, RSS feeds and an open API. Wrote software to seed the system by harvesting 500,000 web URLs (bookmarks) and associated topical metadata (tags). Guided the design process through rapid usability testing of prototypes. Recruited and managed users for private beta test, consolidated their feedback into design. Marketed the product through blogs, mailing lists, public presentations and direct contact with users.

Webmaster, Rice University. 8/91 to 12/04.

Initiated, designed, implemented and operated the original Rice University web site and multiple generations of redesigns. Provided technical and editorial leadership for a large, decentralized web site involving over 400 departmental and 2500 individual collaborators and incorporating over 300,000 documents. Maintained core web pages and navigation tools including a Google Appliance search engine. Developed and maintained numerous electronic publishing projects including: campus faculty, staff, student and departmental directories; course schedules; newspaper archives; and metadata for a large video archive of webcast lectures. Wrote dynamic web code and scripts using Perl, Unix shells, PHP and C. Installed, maintained and administered server software including Apache, Blackboard and WebCT. Wrote custom web analytics software. Set web security policies. Wrote user documentation, evangelized throughout the organization and provided technical support to other web administrators.

Before specializing in Internet services, performed system administration on a large campus network of Unix servers and workstations.

Education

M.S. in Information Studies, the University of Texas School of Information, August 2007.
Coursework in information architecture, usability, geographic information systems (GIS), human-computer interaction and information retrieval.

B.A. with Honors in Computer Science, University of Texas at Austin, 1984.
German-American Club exchange scholarship to Munich, Germany, 1982-83.
Phi Beta Kappa.

Skills

Programming: HTML, CSS, PHP, Javascript, Perl, Unix shells.
CMS and server software: WordPress, ExpressionEngine, Joomla, Apache, MySQL.
Tools: Photoshop, Visio, OmniGraffle, ESRI ArcGIS.
Principles and methodologies: web standards, accessibility, usability testing, information architecture, "white-hat" SEO.

Languages: functional Spanish and German, some Portuguese.

Portfolio

Website: the UT Austin|Portugal Program
http://utaustinportugal.org

Academic projects

Website: Mueller Fever, an online community for the Mueller Airport redevelopment project.
A mashup of BuddyPress with Google Maps including an overlay of the Mueller development plan
http://www.prentissriddle.com/papers/riddle-2007-muellerfever-poster.pdf

Interaction design and wireframes: mVite, a viral marketing campaign to recruit small businesses
http://prentissriddle.com/papers/riddle-2007-mvite.pdf

Interaction design and prototype: OpenChoice, a CIPA web filtering system which encourages participation while resisting abuse
http://www.prentissriddle.com/papers/riddle-2006-openchoice.ppt
http://www.prentissriddle.com/oc/

"Wireless Use in Austin Public Libraries: A Geospatial Analysis"
http://www.prentissriddle.com/papers/riddle-2006-WirelessInAustinLibraries.pdf

Presentations

"Cultural Models Considered Harmful," SXSW Interactive 2008
http://prentissriddle.com/talks/riddle-2008-sxsw-CulturalModels.pdf

"Tagging 2.0," SXSW Interactive 2006
http://prentissriddle.com/talks/riddle-sxsw2006-tagging.pdf