



KAREN MOSS

WEB PRODUCER/CONTENT MANAGER

Creative and technical production manager with expertise in managing optimal customer and internal user experiences, from concept to deployment. This includes brand strategy with cross-functional teams, maintenance, and continuous content and processes audits.

CORE COMPETENCIES

- Website Development
- Project Management
- Content Creation
- User Experience Research/QA
- Digital Asset Management
- Documentation
- CMS Training

TECHNICAL SKILLS

- Adobe Creative Suite
- Web CMS, including TeamSite, WordPress, Joomla!, and Drupal
- HTML, CSS, JavaScript
- Agile and Scrum with JIRA

EDUCATION

BACHELOR OF FINE ARTS – Radio and Television, University of Arizona, Tucson, AZ

PROFESSIONAL DEVELOPMENT

- Human-Computer Interaction, Stanford University (via Coursera)
- Responsive Web Design – Udacity
- Scrum Certification Prep (Agile Scrum Training) – Udemy
- Writing for the Web – various in-person and online
- HTML5 and CSS Tricks and Workarounds – Udemy

CONTACT

(925) 305-6040
kmoss@mosswebpro.com
linkedin.com/in/mosswebpro
www.mosswebpro.com

WORK EXPERIENCE

BIO-RAD LABORATORIES, INC. Hercules, CA 2008-2018
Senior UX Web Producer/Web Designer

Produced content on bio-rad.com in 10 languages and seven regions with the enterprise CMS and custom.css. Worked with product and project managers, editors, artists, and developers on 400+ projects per year, including product and earnings releases and other time-sensitive material. Recruited and managed two Production Specialists and trained other staff. Other key projects:

- Produced and edited web and editorial style guides using WordPress
- Implemented workarounds so different users would be presented with specialized content, and the content could be updated by others.
- In 2017, led a winning team for the annual "Innovathon", proposing a YouTube station and social media campaign for tutorials for age 18-34.
- Held key production role in two technical upgrades.

MOSS WEB PRODUCTIONS 2003-2012
Owner/Web Designer/Developer

Created web sites from concept to deployment and maintenance for small companies. Wrote proposals for prospective clients and creative briefs and SOWs. Managed the production process and external vendors. Wrote and edited content and designed templates and wireframes. Developed code and final QA. Setup the site on designated host and maintaining the host and domain relationship. Trained owners and users on CMS, including Drupal, WordPress and Joomla!. Portfolio: mosswebpro.com/portfolio.

PEOPLESOFT, INC., Pleasanton, CA 2001-2002
Web Producer

- Created and maintained Financials, Customer Services and the Enterprise Service Automation product websites. Wrote and edited home page stories. Provided strategic roadmaps and Webtrends metrics.
- Supported new products and campaigns on the web, collaborating with product marketing, direct response, design and development.
- Developed standards for online demos in HTML and Flash bringing production in house and reducing costs
- Migrated website to a new design and content management system.