

David A. Kennedy

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Objective

To create usable websites with the latest web technologies, keeping users, content and accessibility in mind.

Experience

Theminator, Automattic **09/2014 – Present**

- Help wrangle themes for WordPress.com, making them the best they can be and ensuring everyone can find a theme they love.

Interactive Designer, Chief **01/2013 – 09/2014**

- Help government web design and development become more open, modern and sustainable, working in-house for client, Consumer Financial Protection Bureau.
- Develop and test HTML, CSS and JavaScript for consumerfinance.gov. Notable projects include Paying for College and Find a Housing Counselor.
- Review and test projects for Section 508 and WCAG 2.0 compliance.
- Foster accessibility principles among colleagues.

Online Communications Manager, The Arc **09/2010 – 01/2013**

- Managed the national non-profit organization's online presence.
- Oversaw the creation of digital elements of The Arc's rebranding effort and the build and launch of the Autism NOW Center.
- Spurred the adoption of open source projects (WordPress) and the use of HTML5 on websites.
- Established a digital-first publishing mentality.

Blogger, Fuel Brand, Inc. **07/2009 – 07/2010**

- Wrote articles on writing tips and creative inspiration for other writers.

Multimedia Developer Intern, Guilford Technical Community College **02/2010 – 05/2010**

- Wrote script, designed and built Flash interface with Actionscript 2 for multimedia quiz.

Producer and Web Developer, Barrow Hill Junior School **01/2010 – 02/2010**

- Led team of 10 in the creation of a multimedia website that tells the story of a London elementary school.
- Shot photo and video content for project.
- Implemented final site design, using HTML, CSS and Flash.

Copy and Communications Associate, Graphik Dimensions, Ltd. **02/2008 – 07/2009**

- Created a new, more engaging conversational voice for the company's copy on its website and in its catalog.

- Organized the company's organic SEO efforts, gaining traction in natural search.
- Established the company's presence on Facebook and Twitter, gaining hundreds of new followers.

Editor, Copy Editor and Reporter, The Observer Newspapers **02/2006 – 11/2007**

- Covered a variety of beats as a reporter, producing an average of two stories a day and took photos to accompany stories.
- Designed inside pages daily and updated Web site daily.
- Led the paper's transition from a five-day daily to a weekly as Editor. Supervised staff of three, planned content, edited copy, wrote stories and designed three-section newspaper.

Education

Master of Arts in Interactive Media, Elon University **05/2010**

Bachelor of Arts in Journalism, University of Central Florida **12/2003**

Skills and Activities

Languages: HTML, CSS, JavaScript, jQuery, PHP

Specialized: Web Accessibility, Writing, Photography, Video Editing, SEO, Social Media, Certified Scrum Master

Frameworks/Platforms: WordPress, Django (Templates), Blackbaud NetCommunity, Jekyll, Git

Software: Adobe Creative Suite, Voiceover

Open Source Contributions: Make WordPress Core Team, Make WordPress Accessible Team.

Selected Speaking

- WordPress in Government Workshop: WordPress VIP; October 31 – June 20, 2013; Washington, DC. [Presentation slides](#); [Related blog post](#).
- Quick Wins for Accessible WordPress Themes: WordPress DC Meetup Group; August 13, 2013; Washington, DC. [Presentation slides](#); [Related blog post](#).
- Lessons from Building an Accessible WordPress Theme: WordCamp Lancaster; March 1, 2014; Lancaster, PA. [Presentation slides](#).
- Testing for Web Accessibility with Free Tools: Code(Her) Conference; September 13, 2014; Washington, D.C. [Presentation slides](#); [Related blog post](#); [Related resource](#).
- Themes are for Users: WordPress U.S.; December 4, 2015; Philadelphia, PA. [Presentation slides](#); [Related blog post](#); [View the talk](#).