



## CAMERON BARRETT

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### WORK EXPERIENCE

**Cameron Barrett Consulting, BlogCorp, Inc.**  
Sep 2001 - Present

**Owner & Consultant  
Design Technologist  
User Interface Designer  
Social Network Architect**

**Duties:** Information Architecture, User Interface Design, User Experience Design, Graphic Design, Brand Consulting, Blog Marketing, Community Building, Site Development, Project Management, Social Network Architecture and Development

**Responsibilities:** Design and branding integration for client web sites, merging different design styles into one unified design. User interface design for complete suite of web-based products, including site design, framework, information architecture, design/technology integration.

**Clients:** Active Health Management, Aetna, BlueFly.com, Thomson Financial, GameZebo.com, Dealbreaker.com, Snowboard Magazine, Gomez Associates, Manhattan Neighborhood Network, WatchBlog.com, MontclairKids.com, Draplin Design Co.

**ASMALLWORLD.net**  
Apr 2008 - Present

**User Interface Designer**

At ASMALLWORLD, I am responsible for designing and building the **user interfaces** for the web applications that power our exclusive, invitation-only social network for the rich and famous. Dubbed "Facebook for Millionaires", ASMALLWORLD serves the widespread network of movers, shakers and tastemakers around the world with private forums, online social networking services, blogs, extensive profiles, business networking and much more.

**Responsibilities:** Porting user interfaces and logic from old PHP framework to **Ruby on Rails**, implementing new design and creating new products like the ASW Magazine, an exclusive luxury market online magazine that caters to the high society base of ASMALLWORLD.

**Confabb.com**  
Apr 2006 - Ongoing

**Co-Founder, User Interface Designer**

Co-founded, designed and integrated the front-end of Confabb.com, the Conference Community, a **Web 2.0 site** that wraps social networking features around more than 80,000 conferences worldwide. Built in **Ruby on Rails** and launched 4 months after functionality was defined. Turned the startup over to the business development team after launch.

**J&R Music & Computer World**  
Feb 2007 - Oct 2007

**Creative Director**

**Responsibilities:** Led the creative and production team through an **ecommerce** platform change, redesigned a legacy ecommerce site (launching soon) and put into place a 2-year plan for taking ecommerce to the next level – integrating social networking, consumer-generated media and **Web 2.0 technologies**.

**Clark For President  
John Kerry For President**  
Sep 2003 - May 2004

**Online Community Architect  
Blog Strategist**

**Responsibilities:** Designed and produced the first web site for General Wesley Clark's bid for the President of the United States in less than three days. Built the first official blog for the candidate and then replaced that with the innovative and first-of-its-kind Clark Community Network, a hosted blog community that allowed Clark supporters to have their own blogs supporting the candidate. Trained the web production staff to build and maintain the Clark04.com site from November to February. Maintained the corporate identity of the campaign, designed much of the web-based and print-based campaign materials. Following Clark's departure from the race I joined the John Kerry campaign and helped them build their social networking initiatives.

**CollabNet**  
Feb 2000 - Sep 2001

**Senior Information Architect  
Design Technologist  
User Interface Designer**

**Projects:** User interface design for SourceCast, a Web-based suite of software development applications. User interface design for a Mozilla-based audio player. User interface design for Netscape's Theme Builder Tool (developed using Mozilla technologies). User interface design for a browser-based metadata information helper application, client web site design and strategic planning.

**Responsibilities:** User interface design, online community development, web application design and development, production management, product instantiation engineering, customer support, intranet development.

**Borders Online, Inc**  
Feb 1998 - Jan 2000

**Interactive Designer**

**Projects:** Borders.com e-commerce web site, bordersstores.com, bordersgroup.com, in-store Internet kiosks, print-based design, online marketing.

**Responsibilities:** At Borders I was part of a large team of designers and developers responsible for the design, production, implementation and maintenance of a leading e-commerce web site.



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### SKILLS, TOOLS & TECHNOLOGIES

I am a **pioneer of the blog format** for Web sites, editor and creator of the second-longest running blog on the Internet, camworld.org (June 11, 1997).

**Technologies:** HTML 4.0, XML, XSLT, CSS, XHTML, Java Servlets, MacOS X, Unix, CVS, SCCS, vi, pico, Windows 2000/XP, Mozilla, Internet Explorer, Opera, BBEdit, Photoshop CS3, Illustrator CS, Macromedia Fireworks, Macromedia Dreamweaver, Javascript, Apache SSI, PHP4, MySQL, Perl, DHTML, JSP and ASP.

**Rails Development:** Rails 2.2, MySQL, Eclipse, Subversion, BBedit or Textmate.

**Skills:** Cross-browser XHTML coding, HTML/Perl/PHP integration, XML, Ajax, Javascript, DHTML, Adobe Photoshop, Microsoft Office applications.

**CMS Frameworks:** Ruby on Rails, Drupal, MovableType, Textpattern, Expression Engine, Scoop, Django and Axxit.

**CSS Frameworks:** 960 Grid System, Blueprint CSS and YAML

### EDUCATION

**Western Michigan University**  
1994-1996

B.A. in Creative Writing,  
B.A in Telecommunications Management

Design Director of the Western Herald, student newspaper

**Northwestern Michigan College**  
1991-1994

A.A.S. in Visual Communications

Art Director of White Pine Press, student newspaper  
Editor-in-Chief of NMC Magazine