PATTY ZEVALLOS

web architect/content producer | 703-912-7649 | patty1@pbzproductions.com | Box 523122, Springfield, VA 22152
Scroll down for links to work samples.

Skills

HTML5/CSS3 | Drupal and other content management systems that use PHP and SQL: adapting themes, designing navigation, creating content, adding and using modules, designing blocks, creating and maintaining blogs, incorporating animation and image files, more | mobile/responsive: set-up, design, writing, responsive images | HTML5 animation and 3D animation | online video: scriptwriting, directing, camerawork, lighting, audio, digital editing | user interface design (UI/UX): research, screen design, testing | 508 compliance online audio: recording and editing | search engine optimization: social networking, web analytics, more Illustrator: freehand illustration, 3D modeling | photo editing: creating original work, adjusting color, cropping e-commerce | training: class preparation, teaching, creation of onscreen and print materials Spanish: coordination of web sites, speaking | MS Office | InDesign

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Summary

As a leading authority on web content and technology in the DC metro area, Patty receives hundreds of calls and emails regarding projects. She has the practical knowledge that allows her to set up whole Drupal sites on her own, write attention-getting web content on virtually any subject, handle fine-art-based design and illustration, and do HTML/CSS coding. She also manages the high-level planning and organization of a site's content and architecture. She is helping organizations advance beyond simple text and pictures to complex but easy-to-manage sites that fully use content management systems such as Drupal. In addition, she is on the forefront of incorporating online video and animation that is far more than a small rectangle with a talking head, creating sites that are highly visual and interactive.

Patty has worked on call for the federal government since 1985, and in virtually every industry in the private sector. Federal agencies she has worked for include U.S. Patent and Trademark Office, U.S. Agency for International Development, General Services Administration, Commerce Department, Environmental Protection Agency, Army Corps of Engineers, Department of State, Department of Defense, U.S. Coast Guard, Department of Health and Human Services, National Science Foundation, Department of Energy, Federal Aviation Administration, Department of the Air Force, Department of the Army, Department of Justice, National Institutes of Health, and Department of Agriculture. Private sector clients for Patty's creative work have included ad agencies, technical firms, software developers, publishers, and large organizations (Freddie Mac, Northrop Grumman, Science Applications International Corp., Electronic Data Systems, Wang Government Services, and Hughes Training).

After completing a degree in video and audio production, Patty established a reputation over 38 years of producing highly effective web, video, and print. She has developed streamlined methods of managing media productions that allow them to be creatively and technically advanced. She is active in the community that is streamlining the federal government with Drupal-based web technology. Many of her projects have involved writing and designing training materials, and she has taught for years in her field.

Education

BA in Radio/Television/Motion Pictures and Political Science. University of North Carolina at Chapel Hill. 1981. While studying for this degree, learned in-depth, hands-on skills in directing, scriptwriting, camera operation, lighting, editing, and audio. Wrote, directed, and worked on the crew of several productions.

Experience

Short-term projects. 2/91 to present.

Training program in fine art-based web design and development. 7/14 to present. Development of a new, highly effective method of producing web sites based on over three decades of experience in media and web site production. Researches how to streamline the creation of web sites/applications, and how to elevate web sites to an art form, using the best techniques of art, writing, and video directing. Looks at how to use these techniques for a wide variety of organizations, from large institutions to small businesses. Finds the best way to utilize such methods within federal agencies to make federal sites far more user-friendly while cutting production time and cost. Focuses on using content management systems, especially Drupal, to create highly interactive mobile-first responsive online apps customized to the user. Creates training materials for future online and in-person classes.

Atlas Roofing. 5/16 to 6/16. Designed, wrote, and produced a mobile-first responsive web site, in Drupal, for roofing contractor. Decided on overall web architecture based on marketing needs, wrote CSS formatting code within a Zen subtheme, created images, utilized contributed modules, tested. Used principles of fine art-based design, usability, and search engine optimization.

Flash Services. 3/16 to 6/16. As part of a long-term marketing plan, created the site structure, design, and content for this mobile-first responsive web site in Drupal that promotes a home remodeling company. Wrote CSS formatting code within a Zen subtheme, created images, utilized contributed modules, produced site, tested. Ensured that the site followed design, usability, and search engine optimization standards.

Department of Defense, Office of the Secretary of Defense. 3/15 to 7/15. Researched, created prototype, designed, and produced the Drupal-based employee web site for the Office of Economic Adjustment, which provides grants to state and local governments whose communities are affected by base closures, contract losses, and other factors associated with military installations and projects. Integrated usability research and fine arts knowledge into an easy-to-use, highly visual interface. Developed the Drupal site using Views, Calendar, Date, Feeds, and Colors modules. Created map-based navigation, coordinating the site production with DISDI interactive military mapping. Produced illustrations. Provided links to grant management, travel, and other applications. Carefully thought through what employees needed in an interface. Produced employee calendar, announcements, task lists, and other information generated from MySQL tables via Views. Wrote the CSS file within a Zen subtheme to customize the site. Set up underlying architecture to be mobile/responsive and 508 compliant.

National Network for Manufacturing Innovation, Department of Commerce. 2/15. Researched and wrote the web communications plan for this White House initiative to bring manufacturing back to the U.S. NNMI plans to centrally coordinate the move to advanced manufacturing, such as 3D printing and the use of ultralight materials. The plan details how this coordination would work, step-by-step. It advocates, with a full explanation, the use of two Drupal sites, video- and text-based marketing campaigns, person-to-person marketing, live presentations, a central planning portal, and tight coordination—all handled in the most time- and cost-efficient way. The plan includes a thorough outline of effective Drupal site management based on first-hand experience, interviews with

those producing successful sites, and observation. It describes which categories of people need to visit the NNMI sites and why, and explains how a Drupal site can produce a custom web experience for each user role. It provides an alternative to the wireframe-prototype-development procedure that is far more appropriate for highly interactive, mobile-friendly sites. It details a simple yet effective approach to UI/UX testing. It explains how to deal with the cybersecurity issues involved.

Accelerant Studios. 4/14 to 7/14. Produced a Drupal site promoting and organizing the alternative energy effort in Maryland, including overall organization, page layout, creating the theme with CSS, producing customized lists via Views, and more. Developed a directory of alternative energy providers via Views, and created a payment system for listings via Drupal Commerce. Also produced a prototype for an e-commerce Drupal site.

U.S. Courts (via their contract with Eye Street Solutions). 1/14. Created a detailed mock-up of a responsive Drupal web site for the U.S. Judicial Branch. Used fine-art-based design and usability research to design home and content pages for laptop, iPad, and smartphone. Ensured the design fit the capabilities of Drupal and the requirements of the client. Created an interactive explanation of the design, and did the presentation for U.S. Courts.

Microfinance Information Exchange. 7/13 to 8/13. Created a prototype in Drupal 7 for a web site, to be customized by users, that provides financial information about developing countries. Users would be able to look up detailed data, for instance, on South Africa or Afghanistan that measure progress relating to international development goals. Because of the incorporation of responsive design, users would be able to use smart phone, iPad, or computer. Created wireframes, site organization, and the actual Drupal site for a complex database structure that involves multiple levels of SQL queries and the extensive use of taxonomy (automatic sorting of information by category). Developed the prototype in a way that will allow an easy transition to Drupal 8, and integrated the results of general usability research. Handled graphic design, use of photos, navigation, creation of an interactive map, and tabbed organization of data. Used the contributed modules Views, Front Page, Content Taxonomy, Code per Node, and Quicktabs to do advanced development without the risks associated with hand programming code.

U.S. Patent and Trademark Office. 11/12 to 3/13. Worked as User Outreach Specialist (UI/UX) on the portion of the upcoming USPTO Drupal site that will allow customers to search for, apply for, track, and pay for patents and trademarks. As one of three people designing an interactive interface, helped interview future users in-depth and translated the results into wireframes in Illustrator. Dealt with the complex organizational and legal issues. Researched major roadblocks to inventors, and designed a prototype, in HTML and Illustrator, of online training to overcome these roadblocks, including creating some of the training. Created "personas" document that described typical users. Helped find the best way to communicate the interface concept to others in the federal agency. Wrote a report on how to utilize large-scale user studies. Provided advice on how to integrate Drupal in an efficient, cybersecure way. Helped find the best way to handle financial data. Wrote an in-depth analysis on problems with current web applications, based on feedback from users.

U.S. Congress. 11/12. Wrote and helped distribute a report on cybersecurity issues with U.S. government web sites which explained how the issues arose, and exactly how to remedy them, with a focus on the use of Drupal. The report was distributed to the appropriate Congressional committees and several members of those committees.

U.S. Agency for International Development. 5/12 to 6/12. Worked as web content and Drupal consultant on their new Drupal-based site, www.usaid.gov. Wrote and edited content, did coding, selected and edited images, and handled complex logistical issues involved in producing this public federal agency site. Wrote pages that explained how foreign aid money is spent, the agency's reform effort, what USAID data is available to the public, the topics of videos, how USAID plans its programs, the topics of infographics, and how its Development Credit

Authority works. The creation of these pages included producing images and writing HTML/CSS code with links. Developed a prototype of an information dashboard that would provide foreign aid information by country via text, images, and short animations. Produced a storyboard for the suggested animation template.

BrightArrow Technologies. 1/12 to 4/12. Designed company web site in Drupal for computers and mobile devices. Worked with modules and themes, handled all configuration, created images, did graphic design, wrote text, and did troubleshooting. Incorporated planning in how to approach a niche market into how web-based text was written. Utilized usability research. This company offers a Voice Over Internet Protocol service.

American Society of Cataract and Refractive Surgery. 3/12 to 4/12. Set up and designed web sites in Drupal for computers and mobile devices. Created prototypes by working with modules and themes, doing configuration, creating and editing images, handling graphic design, and doing troubleshooting. Created a second suggested home page. Utilized usability research. Provided documentation on how sites work.

Public Citizen. 3/12. Wrote a proposal and provided other marketing information for the organization's effort to pass a constitutional amendment outlawing super PACs. Put together a plan based on social networking to communicate with a complex network of volunteers via the Group and Page features of Facebook.

U.S. House of Representatives. 2/12. Wrote an in-depth proposal for Representative Marcy Kaptur on a plan to train returning war veterans in web design and development. This plan would alleviate both the problems of high unemployment among veterans and the large shortage of personnel in web-related jobs. Provided a thorough assessment of where web technology is moving and why, including how content management systems such as Drupal are used and what skill sets are required.

G.E.C., LLC. 11/11 to 1/12. Wrote marketing text for an e-commerce web site. The site sells a variety of products, both by national mail order and by local installation. Interviewed sales staff to find the most effective approach. Wrote templates used for emails sent to customers.

General Services Administration. 7/10 to 4/11. Wrote, designed, and produced several web-based projects using HTML/CSS, Flash, Drupal, Illustrator, GarageBand, and photo editing. Acted as part of an eight-person team assisting GSA with the transition to Electronic Contracting—keeping track of federal contracts online instead of as individual documents. Created a prototype, View a contract, demonstrating how online training about Electronic Contracting could be produced at GSA. The training module provided step-by-step instructions that explained one facet of Electronic Contracting, both in web-based text and graphics and via a Flash animation. Using the prototype, wrote and produced two more online training modules, View a modified contract and Store a contract. For these training modules, did narration recorded in GarageBand, created images, wrote text, and used other elements that were incorporated into Flash files. In a similar way, also created an animated explanation of how to procure products via a newly developed system. Produced a Flash-based, easy-to-enlarge version of a large flowchart explaining how Electronic Contracting works, designing many images in Illustrator, and creating Flash files for each section. Developed a Flash- and Drupal-based prototype of an interactive overview that shows the status of elements of Electronic Contracting. Wrote and designed a blog explaining usability issues in web and software design by installing a Drupal site, altering it with CSS and modules, and researching what experimental studies have found on this subject. Edited, wrote sections of, and created graphics for an internal GSA presentation that pinpointed areas of software development procedure that needed improvement. Created a prototype for a universal GSA user interface for Electronic Contracting, and worked on other prototype user interfaces. Researched how GSA could use blogs as an interactive workflow tool, and created a central site using Flash and HTML for GSA to view the web-based projects produced. Also wrote sections for and helped organize the proposal that won the team the long-term contract.

Cognitive Reading Strategies. 4/10 to 4/11. Assisted Dr. Kathleen Thompson in developing on-screen materials for training teachers. Dr. Thompson has invented a unique method of teaching reading to children with learning disabilities that includes visual cues, songs, and cartoon characters. The training materials were originally based on text and pictures. Added the use of advanced animation and other visual elements. This makes the instruction instantly accessible and intriguing, instead of requiring text-based explanations.

Green Living blog. 11/10 to 1/11. Wrote and designed this Drupal site that explains, step-by-step, how to live on $10,000 or less per person per year. The site provides a detailed how-to on managing household finances, cutting expenses drastically, installing solar, and growing food. Worked with CSS (via a theme) and modules. Created images with illustration and photo editing software. Arranged that excerpts from the site appear widely on the internet. Used search engine optimization and web analytics to promote the site and track response.

"Why your web site will probably fail, and how to stop that from happening." Article published online March 12, 2010 and distributed widely on the web.

"Healthcare reform can start now with no high price tag." Article published online February 11, 2010, and distributed widely on the web. The article received attention during the congressional debate on healthcare reform, becoming distributed well beyond the sites where it was originally placed. It explains exactly what healthcare reforms can be put in place with little or no cost to the taxpayers.

Illustration classes. 9/05 to present. Teaches drawing and painting to beginning and advanced students. Developed a method of teaching drawing that shows dramatic results in four one-hour lessons.

Classes taught by Patty Zevallos. Wrote, designed, and produced this web site that promotes the classes and regularly provides information to students. Photographed and scanned images, cropped and adjusted them in a photo editor, and worked directly in HTML to create and update the site, which includes a gallery of the students' artwork.

Tetra Tech. 5/92 to 8/08. Worked on call for this environmental engineering and consulting firm, doing layout, template set-up, and illustrations for Environmental Protection Agency, Army Corps of Engineers, and other clients. Helped produce proposals and government publications using InDesign, Corel Draw, MS Word, Acrobat, PageMaker, Ventura, and WordPerfect.

Sold It, LLC. 5/07. Wrote item descriptions and helped manage sales for this e-commerce business, using copywriting techniques that made the text both easy to read and convincing to the customer.

Aldersgate United Methodist Church. 2/07 to 3/07. Designed, set up templates for, and produced publications.

American Statistical Association. 10/06. Designed and produced magazine ads and a newsletter (InDesign, PhotoShop).

Baker and Associates. 10/05 to 2/06. For a Department of Defense contract for architecture and planning, redesigned the look and production method of books that described what renovations were needed at military base schools, in part because of Base Realignment and Closure. Redesigned and produced the company newsletter. Did coordination, editing, proofreading, design, and layout via InDesign.

Wang Government Services, Inc. 7/00 to 9/00. Worked on federal proposals for this company providing computer security. Created PowerPoint slide shows and designed ads. Coordination, writing, editing, design, illustration, and layout via MS Office, InDesign, and Corel Draw.

Premier Technology Group. 7/00. Created a PowerPoint slide show for a Coast Guard proposal.

Construction Specifications Institute. 4/95 to 9/98. Design, page layout, and revisions for construction industry reference books used in the U.S. and Canada.

GeoLogics. 8/98. Adapted images to JPG and PDF for use on the web.

Science Applications International Corp. 7/92 to 9/93. 7/98. Designed and produced full-color booklets and brochures (Quark Xpress, Freehand, Illustrator). Helped produce proposals and other documents for Environmental Protection Agency.

Amex International Inc. 7/96 to 8/96. 4/98 to 6/98. Organized and rewrote a U.S. Agency for International Development book on problems faced by aquatic wildlife in Africa. Edited/rewrote and designed several chapters of *Basic Guide to Using Debt Conversions*, a USAID publication. Helped produce USAID books on East African agriculture (PageMaker, WordPerfect).

21st Century Software. 4/98 to 5/98. Designed, illustrated, and produced this site in HTML that was to be first used by potential employees and beta-testers, then expanded to attract potential customers and press contacts.

Spring-Mar. 2/97 to 3/98. Organized, wrote, designed, and produced this web site in HTML, including uploading files and troubleshooting. The site promoted and provided a schedule for this nonprofit organization.

All-American Printing. 8/97. Designed and produced corporate identity materials (Quark XPress, PageMaker, and Illustrator).

Walcoff & Associates. 9/92 to 8/97. On an on-call basis, did illustration, design, and page layout for projects such as U.S. Department of Justice newsletters, ads, and brochures; Environmental Protection Agency posters; and Job Corps brochures. Helped produce proposals and other documents for Department of Health and Human Services, National Science Foundation, Department of Energy, and Environmental Protection Agency. Produced illustrations for web pages. (Corel Draw, PageMaker, WordPerfect)

Visma Americas, Inc. 4/97 to 5/97. Organized, wrote, and produced the corporate design guide for this software firm (Quark Xpress).

Freddie Mac. 2/97 to 4/97. Produced and did troubleshooting of seminar training manuals (MS Word). 7/92 to 9/92. Helped with a major seminar for lending institutions by designing and producing the training manual and promotional materials (Ventura, Corel Draw, WordPerfect) and providing feedback to the presenters during practice.

Quyen Systems, Inc. 11/96 to 12/96. Wrote and organized web tech support text for netViz, a software application used to diagram and document computer networks. Developed the list of common problems and their step-by-step solutions. Produced site in HTML.

Curtis & Company. 9/96. Provided consulting assistance with Federal Aviation Administration publications.

Pacific Architects & Engineers. 8/95, 9/96. Helped produce and illustrate proposals (WordPerfect, Corel Draw).

Hughes Training. 8/96. Produced illustrated documentation for military flight simulators (MS Word).

Executive Presentations, Inc. 10/95. Produced forms for online law school applications.

Northrop Grumman Corporation. 8/95. Did production and troubleshooting of a WordPerfect proposal converted from MS Word.

Resampling Stats, Inc. 1/95 to 3/95. Designed and provided a template for their software manual (WordPerfect, Corel Draw).

Computer Learning Center. 11/94. Taught a hands-on class, Introduction to WordPerfect, to CLC company executives and other headquarters personnel.

Watermark Design. 11/94. Produced a National Institutes of Health publication in PageMaker.

The Borden Group Inc. 6/94 to 8/94, 7/93, 1/93. Did writing, design, illustration, and page layout (PageMaker and Corel Draw) on several pre-press projects, including a 40-page magazine and conference promotional brochure for National Association of Meal Programs, newsletters and a brochure for the American Federation of Home Health Agencies, and a child abuse prevention brochure for Fairfax County Human Services. Taught four seminars: Introduction to Desktop Publishing, Introduction to PageMaker, Advanced WordPerfect, and Drawing Techniques with Corel Draw.

Garruba Dennis Design. 7/93. Provided consulting assistance with adapting brochures and ads to Ventura for Urban Land Institute.

VIP Systems, Inc. 6/93, 12/92, 10/92. For this client facing days of production turning footnotes in WordPerfect into footnotes in Ventura for a large document, automated the process and made the conversion instant. Provided two hands-on seminars: The Ventura/WordPerfect Alliance for Producing Publications, Manipulating Database Information for Ventura Import.

Mathtech Inc. 2/93. Created illustrations for an on-screen presentation for Federal Aviation Administration (Corel Draw).

Electronic Data Systems. 2/93. Produced proposals for federal systems integration clients (WordPerfect).

Innolog, Inc. 11/92 to 12/92. Illustrated proposals for Department of the Army (Corel Draw).

AmerInd, Inc. 10/92 to 11/92. Helped produce proposals for federal systems integration clients.

JWP Information Services. 5/92. Taught a seminar to federal employees on WordPerfect.

Times of the Americas. 2/91 to 3/92. As production manager, redesigned the look and production procedures of this 24-page, semimonthly newspaper on Latin America. Wrote headlines and photo captions, designed pages, coordinated text and images going into the newspaper, and did most pre-press production (Ventura). Also designed and produced the media kit promoting the paper to advertisers.

Dyna Rep Company. 10/91 to 11/91. Handled concept, writing, design, and production of a brochure for a firm marketing electromechanical components.

Callahan and Associates. 6/91 to 8/91. Pre-press production of a two-color newsletter (PageMaker).

Forte Group. 6/91. Training, consultation, and set-up via WordPerfect macros for a Department of Agriculture publication.

Dyna Rep Distributors. 7/90 to 1/91.

Marketing Manager. Coordinated, wrote, edited, designed, and produced catalogs, direct mail, and ads that promoted advanced computer peripherals used in engineering and computer graphics. This Mid-Atlantic distributor sold products manufactured by Houston Instrument, Panasonic, Agfa, Mitsubishi, and others.

Commonwealth Scientific. 2/88 to 7/90.

Marketing Administrator. Corresponded with Japanese and European engineers regarding electromechanical systems used in manufacturing and research by IBM, Sony, and other firms. Assembled the information from mechanical, electrical, and software engineers. Designed and produced publications, and wrote a product catalog. Created an automated system for tracking prospective and current clients that included detailed information on the system required. Later, as Documentation Specialist, redesigned the look and production method of the customized system manuals, greatly decreasing their production time.

Short term projects. 1/87 to 1/88.

Handled writing, design, and layout. Worked on large-scale database project.

Old City Group. 5/85 to 12/86.

Account Executive/Copywriter. For this ad agency, did market planning, writing, and coordination of broadcast and print advertising. Wrote television and radio commercials and managed productions. Used ratings information from television and radio stations to carefully plan targeted campaigns. Directed and managed the post-production of 60 actor promotional videos. For the Department of State, set up shots and operated audio equipment for an instructional video. Wrote brochures, press releases, and work proposals for business-to-business, restaurant, and retail clients.

Short term projects. 6/78 to 4/85.

Impact Advertising. 5/84 to 4/85. For this ad agency that handled retail, restaurant, and financial clients, wrote and coordinated radio commercials and coordinated pre-press production of ads and brochures.

American Telecommunications Corp. 2/83 to 8/83. Wrote, directed, and edited a weekly television program cablecast in the Research Triangle area in North Carolina. Supervised a 20-member production crew and 40-member cast. Used or directed the use of cameras, lighting, audio equipment, and switcher.

The Arts Journal. 5/78 to 8/79. At this newspaper covering the arts in Western North Carolina, wrote articles and edited news releases and columns.

Resume current as of 06/09/16.