

## Jans W. Carton — Curriculum Vitae

Jans Carton is a leading practitioner in the field of user-centric design for the Internet. During more than a decade of developing web sites for clients ranging from small non-profits to Fortune 100 companies, he has focused on the advancement of design principles for this still-emerging field.

Based on analytical review of multiple web research projects, and particularly those focused on usability, he has created user-interface designs that increase both the flow of traffic to client sites and the ability of site visitors to find information or conduct transactions.

Jans also has co-developed a series of Content Management System capabilities, and has combined them with advanced user-interface designs to extend the range of client capabilities for self-management of third generation web sites.

### Professional Experience

#### Washington University in Saint Louis

'05-Present—St. Louis, MO  
Associate Professor

- Conduct Web design and development courses.

#### WebSanity

'02-Present—St. Louis, MO  
Co-Founder, Principal, User-Centric Web Designer

- Provide design and art direction
- Perform usability and human-computer interface design
- Lead requirements gathering and information architecture activities
- Help manage web server used by over 60 national clients
- Lead design of Content Management System used by all clients
- Hands-on development of over 100 web sites

#### Habanero Computing Solutions

'96-'02—St. Louis, MO  
Co-Founder, VP in charge of User Experience

- Provided design and art direction
- Performed usability and human-computer interface design
- Lead requirements gathering and information architecture activities
- Managed team of 8 designers and programmers
- Trained personnel in web design theory and best practices

- Lead two-year effort to codify the web development process
- Performed hands-on development of over 75 web sites

### WebHeads

'95-'96—St. Louis, MO  
Co-Founder, Principal

- Co-founded one of the first web development companies in St. Louis
- Performed hands-on development of 15 web sites

### Lifetouch National School Studios

'92-'95—St. Louis, MO  
Photographer, Darkroom Manager

- Portrait, sports, and event photography
- Provided darkroom services for over 30 local high-schools
- Designed darkrooms for local high-schools
- Trained high-school students and teachers in basic darkroom operation and techniques

### Partial Client List

- American Civil Liberties Union (ACLU)
  - Connecticut
  - Eastern Missouri
  - Minnesota
  - Mississippi
  - New Jersey
  - Pennsylvania
- Anheuser-Busch
- Baptist State Convention of North Carolina
- Central Institute for the Deaf
- City of Bellefontaine Neighbors
- Edward Jones
- Fontbonne University
- Habitat for Humanity St. Louis
- Missouri Botanical Gardens
- National Conference for Community and Justice (NCCJ), St. Louis
- Public Relations Society of America, St. Louis chapter
- Saint Louis Science Center
- Saint Louis Zoo
- Society of Gynecologic Nurse Oncologists
- The Standing Partnership
- United States Arbitration & Mediation - Midwest Inc.
- Washington University Center for Technology Management

- Washington University Law School
- Washington University Library
- Washington University Medical School

## Education

'88-'92—Warrensburg, MO  
 Central Missouri State University  
 B.S., Photography  
 Minor, Studio Art

## Specialized Technical Knowledge

### Areas Of Focus

- Website design and development theory, with a focus on user-centric design
- Web-based application design
- Web display layer coding (HTML & CSS)
- Graphic design
- Content Management Systems
- Photography

### Platforms & Applications

- **Operating Systems:** Mac OS X, Linux (Debian), Windows (2000, XP)
- **Web Browsers:** Firefox, Internet Explorer, Safari, Opera, Chrome
- **Web Server:** Apache, Manila
- **Web Development:** BBEdit, CSSEdit, Adobe Dreamweaver
- **Email:** Apple Mail, Thunderbird, Outlook, Outlook Express
- **Image Editing:** Adobe Photoshop, Adobe Fireworks, GraphicConverter, Pixelmator
- **Illustration:** Adobe Illustrator
- **Multimedia:** Adobe Flash, Apple QuickTime
- **Word Processing:** Microsoft Word, OpenOffice.org Writer, Google Docs
- **Spreadsheet:** Microsoft Excel, OpenOffice.org Calc, Google Docs
- **Presentation:** Microsoft PowerPoint, Apple Keynote, OpenOffice.org Impress
- **Database:** phpMyAdmin (MySQL)
- **Page Layout:** QuarkXPress, Adobe InDesign

### Voice

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### Text

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### Location

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