

# Patrick T. Lafferty

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www.patricklafferty.com

## Professional Experience

### Director of Multimedia and Technology

8/07 – present

The University of Kansas School of Fine Arts, Lawrence, KS

- Direct the Digital Media Center and all computer labs distributed throughout the Art and Design building, with annual revenues exceeding \$80,000
- Manage a staff of 14 full-time and student employees
- Create and continually develop the audio, video and web presence of the Department of Art and the Department of Design
- Serve as the technical faculty liaison, integrating technology in the classroom
- Implementation of VOIP and video conferencing technology for international lectures
- Direct acquisition and implementation of multimedia technology for the departments
- Implement content management systems to support intra-office and web applications
- Create a dynamic FAQ system for greater customer satisfaction and JIT training capabilities
- Develop and refine technical standards and best practices for the departments
- Mentor students with class projects and career development

### Lecturer/Mentor

5/07 – 10/07

The University of Kansas, Lawrence, KS

- Created and led the “Innovation Incubator” for The University of Kansas under grant from the John S. and James L. Knight Foundation’s 21<sup>st</sup> Century News Challenge
- Taught and mentored five KU students through the development, critique and presentation of their news innovation, “VoxPop”, at the Online News Association convention in Toronto, Ontario, Canada
- Guided 35 students from seven leading national academic institutions towards creative solutions to digital news problems

### New Media Faculty

4/07 – 8/07

Kansas Journalism Institute, Lawrence, KS

- Created the “new media” curriculum for the Kansas Journalism Institute
- Taught high school students from across the nation how to blog, shoot small video packages, create slideshows with Soundslides and create netcasts of their experiences at KJI, emphasizing SEO methods and web best practices

### Multimedia Newsroom Coordinator

8/06 – 8/07

The University of Kansas, Lawrence, KS

- Directed a staff of 12 online producers, 77 multimedia reporters and 48 multimedia editors
- Produced web-ready audio, video and text content daily
- Redesigned and continually developed KUJH Online web site and eHub blogs
- Managed and maintained 42 sites using proprietary and vended web publishing systems
- Developed and refined online journalism standards and best practices
- Provided technical instruction and support to students and faculty in the methods and systems for web content creation, including JIT training and documentation
- Lectured in and assisted in the teaching of online journalism courses
- Mentored students with class projects and career development

## Computer Skills

### Expertise

Acrobat  
Blogger  
Dreamweaver  
GoLive  
Microsoft Office Suite  
MovableType  
Soundslides  
WordPress

### Proficiency

After Effects  
Audition  
CSS  
DVD Studio Pro  
Final Cut Pro  
Fireworks  
HTML  
InDesign  
Photoshop  
Premiere  
Programming concepts  
QuickTime Pro  
SPSS

### Experience

ActionScript  
Django  
Flash  
FTP  
JavaScript  
LAMP/MAMP  
MySQL  
PHP  
Python  
RSS  
XML

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## Professional Experience (page 2)

### Graduate Research Assistant

10/04 – 7/06

The University of Kansas, Lawrence, KS

- Developed the Knight Foundation's Covering Communities project web site with the goal of improving community contact and representation via web tools for journalists and community leaders
- Taught science writing students to maximize reach with multimedia content and blogging software
- Updated a 1999 study on stem cell research news coverage and a content analysis of broadcast and print coverage of the anthrax attacks of late 2001

### Communications Intern

6/05 – 8/05

Andrews McMeel Universal, Kansas City, MO

- Published feature stories, news releases, and biographies in national and international media
- Researched, wrote, and edited supplemental materials for new feature sales kits
- Compiled and edited media clip highlight reports for distribution to AMU editors and staff

### Claim Representative

10/03 – 05/04

The Hartford, Overland Park, KS

- Promoted from Claim Technician to Claim Representative after three months
- Achieved equitable and timely workers' compensation claim dispositions, assessment of expense exposure and excellent customer service.
- Developed a modern system for inter- and intra-office electronic document creation to streamline and standardize jurisdictional output
- Awarded Manager's Citations for Innovation and for Excellence
- Appointed to The Hartford Future Business Model Workflow Improvement Committee and the Diversity and Inclusion Committee

## Education

### Master of Science, Journalism & Mass Communications

W. A. White School of Journalism & Mass Communications  
The University of Kansas, May 2006

### Bachelor of Arts, Political Science

The University of Kansas, December 2002

### Bachelor of Science, Business Administration

The University of Kansas, May 2001

## Accomplishments and Activities

Project: Katrina Hope - Web Guru  
W. A. White Graduate Advisory Council  
W. A. White Technology Committee  
W. A. White Senior Evaluation Committee  
Guest Lecturer: Ethics and the Media, Spring 2006

- "This Is What Democracy Looks Like"
- "Stephen Glass: I Lied For Esteem"

The Hartford Manager's Citation for Innovation  
The Hartford Manager's Citation for Excellence  
Student Union Activities Board  
SUA Constitutional Revision Committee  
Student Lecture Series Board  
Mt. Oread Scholar  
The National Dean's List  
The Chancellor's List  
Honor Scholarship