

# SAM COHEN

## WORK

### 2013–CURRENT

Yale University  
New Haven, CT  
Office of International and  
Summer Programs

### DIRECTOR OF INFORMATION TECHNOLOGY

The Yale Office of International and Summer Programs (formerly, Center for International and Professional Experience) is comprised of four central units (Study Abroad, Summer Session, Visiting International Students Program, and First-Year Scholars at Yale) and several satellite programs. Support extends to the Office of Career Strategy and the Office of Fellowship Programs as well. The OISP/CIPE's 50-plus staff members are made up of advisers, administrators, and support staff.

#### KEY RESPONSIBILITIES

- Lead, guide, and integrate all technical initiatives throughout the OISP/CIPE; including all aspects of a project's life cycle: project management, design, development, training, and integration, as well as project related contracts and budgeting
- Facilitate the ongoing development and maintenance of the OISP/CIPE's 10-plus website presence
- A core member of the OISP/CIPE's leadership team, manager of the OISP/CIPE's IT team, IT student workers, and Safety Net project manager, and a Yale College student adviser in Grace Hopper College
- Lead the OISP/CIPE's Tech Committee and contribute to the Outreach Committee, Onboarding Committee, and Yale College's Web Ops team
- Run presentations and workshops for all OISP/CIPE staff; topics ranging from web accessibility workshops to systems trainings and technical presentations
- Regular collaboration with units outside of the OISP/CIPE (Yale ITS, Office of Financial Aid, Yale College Business Office, Yale College Web Operations, and Student Engagement)

#### PROJECTS

- Migration of the OISP/CIPE's entire static web presence to the Drupal CMS
- Built a custom, mobile-friendly Drupal theme structure and suite of editor tools (known internally as the OISP/CIPE Web Framework)
- Upgraded all site code and content to exceed Yale's WCAG 2.0 web accessibility requirements
- Constructed several searchable and filterable online databases such as a study abroad program search database, external fellowship awards database, Light Fellowship fellows database, International Summer Award budget database, and a financial literacy resource database
- Built custom web functionality throughout the OISP/CIPE's websites such as an automated, API-based course feed for Yale Summer Session courses and event synchronization between the Campus Groups social platform and the Fellowships website
- Played a lead role in Yale College's award-winning website redesign as a core member of the project team
- Designed and developed the Yale College's Financial Literacy website that serves to consolidate disparate financial resources scattered throughout the university and provide financial guidance to students
- Designed, programmed, and maintain the Yale College Safety Net platform enabling students experiencing a financial hardship to find help; including a backend system for Safety Net administrators to manage and process funding requests, communicate with other admin and students, and search and export data
- Collaborated on the design, development, and deployment of the Yale Student Grants Database and its continued maintenance
- Design OISP/CIPE branding, signage, event marketing, advertising, outreach materials, and annual reports
- Designed and coordinated the marketing for CIPE's annual, 500+ student Summer Opportunities Fair, consisting of posters, fliers, Yale Daily News ads, fair signage, and giveaway materials
- Training an AI-based virtual summer course adviser to assist students with summer course selection

# SAM COHEN

## WORK

### 2010–2013

Yale University  
New Haven, CT  
  
Center for Media and  
Instructional Innovation

### INSTRUCTIONAL TECHNOLOGIST, WEB DEVELOPER

The Yale Center for Media and Instructional Innovation (CMI2) is a technical and creative team focusing on building innovative systems to support faculty instruction, special research, and cutting-edge pedagogical approaches to teaching and learning.

- Coordinated, organized, and managed the planning, research, and development of web-based applications to enhance teaching and learning experiences on and off the Yale University campus
- Worked closely with faculty to evaluate their instructional needs and realize their pedagogical goals
- Built adaptable and interactive front end interfaces for a range of web applications with specific attention to user experience and usability
- Developed site architectures backed by Drupal and WordPress-based content management infrastructures
- Applied and skinned custom built HTML/CSS themes around web applications and sites
- Enhanced front-end applications with best practice JavaScript and jQuery approaches
- Engaged with teammates and clients throughout the entire project life cycle; from analysis and requirements gathering, to wireframing and design mockups
- Maintained and modernized an assortment of legacy applications and websites
- Projects include: a large scale, multi-user, stock market simulator; a bi-matrix game theory research application; the design and construction of Open Yale Courses, a streaming media system that distributes mobile friendly and accessible video of Yale courses and supporting materials; and the companion website and mobile application for the Echoes of Egypt exhibit and installation at the Yale Peabody Museum of Natural History

### 2007–2010

Fairfield University  
Fairfield, CT  
  
Computing and Network Services

### SENIOR WEB DEVELOPER

Fairfield University's Computing and Network Services (CNS) oversees the central IT and technical support for the campus. CNS is responsible for network infrastructure, web development, training, and desktop support.

- Built, organized, and maintained a vast array of web-based applications for faculty, staff, students, and organizations on campus
- Worked closely with team members, faculty, and staff to understand the university's needs in order to produce efficient, quality applications
- Set up, configured, and optimized web servers to communicate with web applications and databases
- Oversaw the technical component of Fairfield University's 3000 page website redesign
- Built and deployed a templating system using Adobe Contribute Publishing Server to allow faculty and staff the ability to edit web pages within their department
- Designed and constructed a huge assortment of web forms and other programs for Fairfield's new online presence
- Built a web-based database application for editing the undergraduate and graduate course catalogs
- Developed a mobile calendaring application to promote the university's public events
- Constructed a web application to manage and publish campus work-study jobs
- Collaborated and co-coordinated the development of the university's events calendar, room-booking system, and web display

# SAM COHEN

## WORK

### 1999–2000, 2001–2005

Mestek, Inc.  
Westfield, MA

#### LEAD GRAPHIC DESIGNER

Mestek is a family of over 45 specialty manufacturers serving the many facets of the commercial architectural industry.

Designed advertisements, brochures, catalogs, and all printed literature for the vast selection of products under the Mestek Incorporated company name.

### 2000–2001

Cuttriss & Hambleton Design  
Berkeley, CA

#### GRAPHIC DESIGN AND PRODUCTION

The Cuttriss & Hambleton design group is an award-winning graphic design and web design firm based in Berkeley, California.

Worked on the production of full color magazines, performance posters, advertisements, catalogs, and websites for an exciting array of clientele, including the San Francisco Symphony, University of California at Berkeley, and Communication Systems Design Magazine.

## TEACH

### 2007–2013

Quinnipiac University  
Hamden, CT

#### INTERACTIVE COMMUNICATIONS, INTERACTIVE DIGITAL DESIGN

##### WEB PROGRAMMING

Taught graduate students the basics of HTML, CSS, JavaScript, PHP, and then concluded the semester by exploring site design, creation, and maintenance using a content management system.

##### VISUAL AESTHETICS

Taught graduate students foundational design concepts, like color theory, visual balance, and typography with a focus on how these abstractions relate to the world of web design and user experience.

##### PRODUCING CONTENT FOR MOBILE MEDIA

Explored the impact and potential of the mobile device as a development platform and media consumption mechanism while discussing the technologies involved in mobile media design.

##### DIGITAL DESIGN I & II

Digital Design I & II focuses on design aesthetics and the industry standard tools for print and web design, such as Adobe Photoshop, Illustrator, and InDesign.

### 2004–2005

Westfield State University  
Westfield, MA

#### GRAPHIC DESIGN AND COMPUTER ARTS

##### GRAPHIC DESIGN

Worked a practical, real-world curriculum into the semester's course work, drawing projects and lessons from that of my own professional web and print design experience.

# SAM COHEN

## LEARN

**2005–2007**

Quinnipiac University  
Hamden, CT

### MASTER OF SCIENCE, INTERACTIVE COMMUNICATIONS

A graduate program combining the technology and theory behind content creation, management, and distribution, with the necessary aesthetics to deliver content smoothly and accurately across web-based interactive environments.

- Capstone research involved mobile media and application development and concluded with a fully documented and mocked-up location-based mobile application
- Participated in multiple semester long graduate assistantships where I partnered with faculty on special projects; assignments included prototyping Quinnipiac Magazine's online presence to multimedia training documentation.

**2002–2003**

Westfield State University  
Westfield, MA

### BACHELOR OF ARTS, GRAPHIC DESIGN

A traditional graphic arts curriculum with opportunity to focus study on related design interests.

- Studied traditional fine art conventions as a foundation for exploration and accomplishment in the digital arts
- Took on an independent study that combined traditional artistic approaches with digital media techniques

**1998–2000**

Holyoke Community College  
Holyoke, MA

### ASSOCIATE OF SCIENCE, ELECTRONIC MEDIA

A program where students are introduced to design, electronic art, and media.

- Studied multimedia production including non-linear video editing and sound design
- Produced a 3D-animated short film

## MISCELLANY

### PROJECTS

#### TEACHING OUR CITIES

The supporting website highlighting the schools and projects participating in the Teaching Our Cities project.

#### CT SCHOOL GARDEN RESOURCE CENTER

An online collaboration tool for Connecticut educators to share garden and nature-based curriculum.

#### LEARNING STORIES

An online tool for early childhood teachers to categorize, organize, and display students' physical, mental, and emotional development.

#### SMALL WORLD INITIATIVE

The supporting website and web-based database system used to house and share global soil and biological chemical data.

### AWARDS AND RECOGNITION

- Featured interview, *Yale College Voices* (2023, [samcohen.info/podcast](https://samcohen.info/podcast))
- People's Choice Webby Award, Yale College website (2020)
- Linda K. Lorimer award for Distinguished Service to Yale University, Yale Safety Net (2019)
- *Happy Content Editors* presentation featured at HighEdWeb regional conference (2016)
- ITIL Certification (2011)
- Award for Academic Excellence, Quinnipiac University (2007)
- Academic Achievement Award, Westfield State College (2004)
- Phi Kappa Phi Honor Society (2003)
- Client website design featured in *Photography* magazine (2003)