

# Mike Fahy

301 Northfield Drive  
Raleigh, NC 27609  
919-249-7204  
mfahy@mikesomething.com

---

## Experience

**Flash/multimedia and e-Learning developer**  
**IBM Design & Information Development, Systems and Technology Group**  
*Research Triangle Park, North Carolina (May 2003 - present)*

- Create award-winning, Web-based, CD- and DVD-distributed, stand-alone applications for **product demonstrations, marketing programs and e-learning applications** for IBM employees and outside clients.
- Consistently win local and international level Society of Technical Communications awards for Online Communications, including consecutive **International Best of Show and Distinguished Communications Awards.**
- Use **Adobe Flash CS3 (and earlier Macromedia editions)** and **Director**; Electric Rain's Swift3D; Adobe **Photoshop, Illustrator and Premiere**; Sony (Sonic Foundry) **Acid** and **SoundForge**; and third-party **ActionScript, audio and video** editors to create training and demonstration programs for **intranet and World Wide Web use.**
- Follow developments and update skills in Web-based technologies such as Flash, **ActionScript, Apollo/AIR, Flex, OpenLaszlo, XHTML, DHTML, XML, Ajax, JavaScript, Java Server Pages (JSP), PHP** and **Perl** to produce interactive online applications and interfaces.
- Work with in-house designers, writers and project managers to develop and program applications under deadline according to the wishes and specifications of IBM and third-party clients.

**Chief of Product Development/Online Marketing**  
**ExtraPress Inc.**

*Raleigh, North Carolina (July 2000 – May 2003)*

- Led and assisted developers in the creation, improvement and maintenance of Web-based publishing solutions and accompanying **online and printed documentation, marketing materials and Web site promotions** aimed at small- to medium-size community newspapers. Helped smaller companies publish online editions without increasing their technical staff.
- Provided **contract-based editorial, marketing and technical assistance** for third-party clients in publishing and marketing fields.
- Created and maintained **Flash and DHTML demonstrations and advertisements, technical reference documents,** and online **Frequently-**

- Asked-Questions (FAQ) pages**, thus providing both **written and verbal support solutions** for existing and prospective customers.
- Created applications using **Flash 4/5/MX, PHP 3/4, JavaScript/DHTML and Perl** (5.003 and above). Also developed "helper applications" to allow remote editing, wireless content access, online payment/subscription systems, user authentication and general-purpose file transfer services. Depending upon the platform required by the client, helper applications were created using Perl, Perl/Tk, GTK/Perl, PHP, Java, AppleScript and other Open Source technologies.
  - Established, administered and maintained Concurrent Versioning System (CVS) repositories to **ensure version control** for both stand-alone and Web-based applications under development by in-house and external programmers, designers, writers and artists.
  - Made extensive use of **Macromedia Flash and DreamWeaver; Adobe Photoshop, Illustrator, InDesign and Acrobat; Corel Draw; Scalable Vector Graphics (SVG) and DHTML.**

### **Lead Software Developer AwayMed Inc.**

*Cary, North Carolina (January 2000 – August 2000)*

- Led development team in creation of Web-based Physician's Portal to serve as gateway for **orthopedic practice managers** to access AwayMed and partner applications and **online content**.
- Leveraged Open-Source Web technologies (Linux, Apache, Perl, PHP and MySQL) to set up, develop and maintain corporate and consumer Web site and proprietary Web technologies at <http://www.awaymed.com> (*now defunct*).
- Led programmers in the development and maintenance of CGI, JavaScript, **Flash demonstrations and Apache module-based applications** (e.g., the AwayMed "Information Prescription") for the **delivery of physician-approved patient information** via the World Wide Web.
- Set up Microsoft Windows 98/NT staging and development Web servers for in-house creation of the AwayMed Web site and kiosk-based patient-information network.
- Developed Web-based tools for remote software installation, daily administration and monitoring of a growing net-based kiosk system.
- Extensive use of **Macromedia Flash and DreamWeaver; Adobe Photoshop, Illustrator, InDesign and Acrobat; Corel Draw; Perl, PHP, JavaScript and DHTML.**

### **Open-Source Developer Portal Editor IBM developerWorks Web portal**

*Research Triangle Park, North Carolina (Summer, 1999)*

- **Collected, edited and published** white papers, tutorials and other content for IBM Web portal (<http://www.ibm.com/developer>) aimed at Open-Source technology developers.

- Helped develop and implement **sitewide style guidelines** to ensure each online article remained consistent, attractive and useful to Web professionals visiting the site.
- Worked with other editors, Web developers and technology professionals during beta tests and public launch phases of developing Web site.

### **Creative Director/Owner**

#### **The New Studio**

*Morehead City, North Carolina (Oct. 1995-Feb. 1998)*

*Raleigh, North Carolina (Feb. 1998-Jan. 2000)*

- Turned freelance graphic design "side job" into full-time business with two-member staff and several freelance artists on call.
- In addition to The New Studio's own website, [www.carteret.com](http://www.carteret.com), also **developed and maintained corporate-presence sites** for Tri-Stanna Industries, Leader Home Sales Inc., MasonArt, Encore Music and Bitter Pills greeting cards (among others).
- Develop World Wide Web-based applications for public and corporate use. Projects include **automated online newspapers** (e.g., The Wilson Daily Times' [www.wilsondaily.com](http://www.wilsondaily.com)), real-time discussion forums and self-updating weather reports.
- **Write, design and edit newspaper advertisements, promotional fliers, online publications, catalogues and other marketing devices** for growing number of clients. Work extensively with **Adobe Photoshop**, PageMaker, **Illustrator** and Pagemill; Quark XPress; Corel Draw; Macromedia Freehand, DreamWeaver and **Flash (Then known as FutureSplash)**; and several other applications.
- Write, revise and edit **corporate and personal documents** for a variety of single-shot and long-term clients.

### **City Editor**

#### **The Wilson Daily Times**

*Wilson, North Carolina (April 1993-October 1995)*

- **Supervised six staff writers**, one photographer and a newsroom secretary/librarian in the collection and reporting of local trends, issues and events. Assigned long-term and breaking stories while ensuring their timely completion. The Daily Times featured an average of 3-4 full pages of local copy each day.
- **Edited local copy for interest, grammar, style and accuracy of fact.** Provided feedback to staff writers while encouraging continuous improvement.
- **Designed** front and local inside pages using copy, photos and graphics.
- Created freehand and computer-based graphics for use throughout the newspaper. The Wilson Daily Times earned first place for its entry in the self-promotional category of the N.C. Press Association's advertising awards. The eight-page special edition featured several of my designs.

- Answered questions and provided other information to staff, management, other departments and the public.
- Extensive use of Aldus/Macromedia Freehand, Adobe Illustrator and Photoshop.

**Health Reporter  
The Wilson Daily Times**

*Wilson, North Carolina (December 1991-April 1993)*

- **Developed articles concerning events and trends within local health and medical communities**, social service agencies and non-profit organizations.
- Mastered principles of 35mm photography and page layout.
- Created freehand and computer-based graphics (using Corel Draw, PageMaker, Aldus Freehand, Quark Express, Illustrator and other MS-DOS, Windows and Macintosh graphic software) to accompany articles and introduce special tab sections.
- Edited and designed weekly religion pages.

## **Academia**

**University of North Carolina at Chapel Hill  
School of Journalism and Mass Communication**

**B.A. in Journalism/Advertising, May 1991**

**Academic honors include:**

James M. Johnston Scholarship (4 years)  
UNC Undergraduate Honors Program

## **Awards / Honors**

- Society for Technical Communications 2006-2007 Triangle Chapter **Excellence Award** for Online Communications awarded for work on IBM DS8000 Storage Server Overview.
- STC 2005-2006 Triangle Chapter **Best of Show Award / International Distinguished Award for Online Communications** for IBM zSeries "Large System Thinking" e-Learning module.
- STC 2005-2006 Triangle Chapter **Distinguished Award** for Online Communications for IBM DS6000 Overview e-Learning module.

- STC 2004-2005 Triangle Area / **International Best of Show Award for Online Communications** for the IBM San File System Overview e-Learning module.
- STC 2004-2005 Carolina Chapter's **Distinguished Award** for the Autonomic Management Engine e-learning overview.
- Supervised the development and production of The Wilson Daily Times' **National Newspaper Week special edition**. The eight-page issue earned first place in the "Newspaper self-promotion" category of the N.C. Press Association's annual advertising awards. Also designed graphics and page layouts for the section.