Travis Smith

Owner of Hop Studios, Internet Development firm

nep@hopstudios.com

Experience

Owner at Hop Studios
January 1997 - Present

We develop any-sized Web sites from branding through launch, and perform regular maintenance and feature enhancements on demand. Technologies we use include cascading style sheets (CSS I and II), DHTML and Flash. We develop site maps, plan business expansion via the Web, do site redesigns, and more. We also do on-location consulting, and training in blog and general Web technologies. Online at http://www.hopstudios.com/

Spirit of the Game Committee Member, World Flying Disc Federation
Feb 2016 – Present

Continuing my work to develop and spread awareness of Spirit of the Game. Work on the committee includes writing and editing marketing materials and resources. Assistance with copyright and licensing issues. Social media strategy and advice. Work on UX and multi-language translations to serve a varied global community of Ultimate players, coaches, organizations leagues and events.

National Spirit Director at Ultimate Canada
March 2015 - Present

Worked on the committee to develop programs that educate and promote SOTG; monitor, compare and recognize success wth SOTG, and promote the overall understanding, teaching, and growth of Spirit of the Game in Canadian ultimate. Implemented the position of tournament Spirit Director at national championships.

President at Vancouver Ultimate League
October 2013 - Oct 2017

Elected to the board of the non-profit VUL for a two-year term, served as secretary, and on the IT systems, governance, professional ultimate and youth ultimate committees. VUL is a 4,000+ member recreational sports organization, the largest recreational league in Vancouver and the largest independent ultimate league in the world. Focusing on spirit, growth, retention, and inclusivity (juniors, women, minorities and various skill levels).

Executive, Organizing Committee
January 2007 - June 2011 (4 years 6 months)

Northern Voice is a two-day, non-profit personal blogging and social media conference held in Vancouver, Canada. It began in 2005 and now welcomes about 550 people each year. I was one of the main organizers and executives.

Co-Founder at ExpressionEngine Roadshow
2008 - 2010 (3 years)

Partner and organizer of the ExpressionEngine Roadshow, a traveling conference designed to bring together experts and users to learn ExpressionEngine techniques and share insider tips about this incredible CMS.

Instructor at The University of British Columbia
2008 - 2010 (3 years)

I've been teaching courses in the Continuing Studies program on blogging, social media, content management systems, and basic HTML and Web design.

Lecturer at British Columbia Institute of Technology
May 2005 - December 2005 (8 months)

Taught intense, 6-week classes on advanced Dreamweaver MX 2004 techniques, focussing on database-driven dynamic site creation. Classes size: 12-20 students.

Lecturer at University of Southern California
May 1997 - May 2004 (7 years 1 month)

At USC, I taught graduate and undergraduate classes on New Media Technology and Online Journalism, to classes of 7-16 students. Lecture topics included emerging technologies, online ethics, new media marketing, online advertising, online media growth, user trends, as well as advanced web site and web page design. Top course rating given by students: 4.86 out of 5.

Editor, Variety.com at Reed Elsevier
March 2000 - March 2004 (4 years 1 month)

Los Angeles. At Variety, I supervised the editorial development and production of the Web site of Hollywood's "bible of show business." I oversaw producers, copy editors, designers and web developers. I created new tools for readers and staff. The box office charts won a major award for best B-to-B database tool. The site migrated through a complete redesign, new hardware, software and administrative tools; it went relatively smoothly. Under my watch, Variety began intra-day news updates, posting original content, streaming video and interactive special projects. Paid subscriptions increased from 1,000 to 16,000 (compared to a print subscription base of 55,000) and page views increased to more than 3,000,000+ per month. I also implemented a series of user interface tests that resulted in significant design improvements. Separately, I wrote a column (A Wide 'Net) and launched four blogs and dozens of RSS feeds.

Vice President, Client Relations
June 1999 - March 2000 (10 months)

Budapest, Hungary; Paris, France; and Pasadena, CA. Pressflex, an ASP, provides web publishing tools to newspaper and media clients in North America and Europe. For them, I supervised and coordinated feature development, user interface design, internationalization efforts, customer support, documentation, internal and external training, and quality assurance testing. I also developed the marketing and intranet sites for Pressflex. The work I did was performed in English and French, but not Hungarian.

Deputy Editorial Director, LATimes.com at Los Angeles Times

August 1994 - September 1998 (4 years 2 months)

  Full time. Supervised a staff of 12 editors for the Los Angeles Times and Calendar Live! (a local
  entertainment database). Project manager for major rollouts such as a newsroom workflow system
  (Teamsite). Coordinated redesign -- met schedule and budget goals for relaunch, which required
  modification of 50,000 pages and dozens of CGI applications. Negotiated partnerships with national and
  local information providers. Coordinated staff training. Created all site page templates using HTML and
  JavaScript. Planned and developed Web site features including major traffic drivers such as Business section
  and Times Pick, e-commerce Archives and groundbreaking personalized Custom News Service, the first
  web-based personal news service by a major newspaper.

Education

University of Southern California
B.A., Journalism, 1990 – 1994

Activities and Societies:
Assignment editor and columnist, campus newspaper (Daily Trojan)
Daily circulation 15,000