Jonathan H. Woolson

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WEB DEVELOPER • ENTERPRISE CMS ARCHITECT • ACCESSIBILITY & QA

WHAT I DO Help universities, nonprofits, and businesses build reliable, accessible websites, and help their teams keep those sites running.

BACKGROUND I am a web professional with 20+ years building and managing enterprise-scale Drupal websites; developing code; optimizing SEO/GEO; while sustaining rigorous standards for WAI/WCAG 2.2 AA accessibility and quality assurance (QA). At SUNY Fredonia (2006-2025), I managed the university's public websites, served 178 departments and supported more than 240 staff editors.

EXPERIENCE

WEB DEVELOPER / CONSULTANT — *2026 June — present*

Jacques Marchais Museum of Tibetan Art (JMMoTA), Staten Island, NY 10306

Advising JMMoTA's Executive Director on best practices for **tibetanmuseum.org** website management, WAI/WCAG accessibility requirements, SEO/GEO search visibility & performance, and hardening web security.

WEB DEVELOPER / CONSULTANT — *2025 October — present*

Museum of Reclaimed Urban Space (MoRUS), NYC, NY 10009

Integrating Dublin Core Metadata Initiative (DCMI) standards to preserve artifacts from the 1970–2000 urban activist movements, located in NYC's Lower East Side.

Collaborating with MoRUS museum archive staff to develop technical requirements for an online archive hosted on Omeka.com, a DCMI-ready web platform.

Architecting a repository and catalog ingestion workflow for MoRUS's collection of physical and electronic source materials.

WEB DEVELOPER / CONSULTANT — *2025 July — 2026 March*

Aaron Gies, 2026 Campaign for U.S. Congressional District NY-23, Olean, NY 14760

Redesigned and optimized the campaign website, moving its Google ranking from the bottom of page one up to the #1 result for the candidate's name within one month.

Migrated the website from WordPress to Squarespace to improve search engine optimization (SEO), harden site security, and to simplify daily content management workflows for non-technical campaign staff.

Created a web map of campaign events at **aaronforny23.com/#events**, with event data managed by campaign staff in a Google Sheet and embedded via Google Maps.

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EXPERIENCE

UNIVERSITY WEB MANAGER

2006 November — 2025 March

NY state job title: Senior Staff Assistant (NYS SL3)

Campus job titles: Assistant Director for Web Communication, Webmaster, Web Marketing Manager, Web Content Manager. Professional Emeritus status conferred in March 2025.

State University of New York at Fredonia (SUNY Fredonia), Fredonia, NY 14063

Led the institutional transformation of **fredonia.edu**, from static, manually-coded HTML files into a unified CMS with structured data and semantic markup; scaled Drupal CMS deployments from small pilot projects to the entire university web footprint. Chaired the Web Steering Committee, and authored the 2009 Web Research Report, which established the requirements and long-term guidance for the institution's websites.

Managed centralized web operations for 178 campus departments on **fredonia.edu**, overseeing 16,326 web pages, 1.8 million links, and 3.3 million annual page views.

Implemented QA and link-validation processes achieving a 0.001% broken link rate (1 broken link per 100,000 links).

Enforced mandatory WAI/WCAG 2.0/2.1/2.2 AA standards; consistently achieved Siteimprove.ai Digital Certainty Index (QA + Accessibility + SEO) scores exceeding the higher education industry average.

Preserved 18,000+ URL redirects across major site migrations to protect external backlinks, domain authority, and visitor journeys.

To improve SEO/GEO, implemented JSON-LD schema fields on all web pages. Wrote custom Drupal modules extending `schema_metatag` with JSON-LD schema fields for `EducationalCredentialAwarded` and `EducationalOccupationalProgram` schema, optimizing academic program discoverability in search engines.

Supported and trained 240+ campus web editors; authored comprehensive Drupal documentation at **fredonia.edu/drupal/help**; hired and mentored student web interns.

Built a campus intranet portal, **my.fredonia.edu,** using Drupal CMS and campus surveys to determine the daily needs of students, faculty, and staff. Built a unified campus calendar, **events.fredonia.edu,** using Concept3D Localist, which integrated the isolated islands of event data from Accruent EMS, Google Calendars, and SIDEARM Athletics.

Adjunct Instructor of Interactive Web Design courses: MEDA265, MEDA355 in Fall 2007; and MEDA490 in Spring 2008; Visual Arts & New Media Department (VANM).

Served on campus committees: Web Steering Committee (chair), Enrollment Management Committee, Campus Accessibility Committee, Web Accessibility & EIT Advisory Committee, Information Technology Advisory Board (ITAB), Disaster Preparedness & Response Committee, Professional Development Center Board (PDC).

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EXPERIENCE

DESIGNER, EDITOR & WEB DEVELOPER — *2000 October — 2022 January*

10xDesign, Fredonia, NY 14063

Freelance consultancy served 100+ clients for 21 years: publishers, arts organizations, tech companies, and local businesses. Built civic and cultural web platforms:
- **Village of Fredonia** (Drupal, 2005–2009),
- **1891 Fredonia Opera House Performing Arts Center** (Drupal, 2006–2022),
- **Reg Lenna Center for The Arts** (Drupal, 2015–2020 & Squarespace, 2020–present*).

**RegLenna.com is now maintained by their staff and supported by Squarespace.*

SENIOR MULTIMEDIA DESIGNER — *2000 May — 2004 May*

StorageTek (STK), Louisville, CO 80028

Designed and produced interactive marketing materials and websites for enterprise tape storage solutions.

Built an intranet web server using WebSTAR (HTTPS, WebDAV, SFTP) to distribute marketing assets securely to STK's international sales divisions.

GRAPHIC DESIGNER — *1998 February — 2000 April*

Macworld magazine, San Francisco, CA 94105

Designed feature article layouts for the monthly publication of *Macworld* magazine.

Built an automated SFTP workflow using AppleScript to distribute creative assets and layouts to international publication affiliates.

Developed the QuarkXPress production templates required to implement Pentagram's full redesign of *Macworld* magazine in 2000.

MULTILINGUAL PRODUCTION — *1997 March — 1997 September*

International Language Engineering (ILE), Boulder, CO 80301

Enforced ISO 9001 compliance for medical equipment manuals. Multilingual typesetting in Western languages, Thai ภาษาไทย, Chinese 中文, Japanese 日本語, and Korean 한국어.

MULTILINGUAL PRODUCTION — *1994 September — 1997 February*

Quark Software, Denver, CO 80203

Produced multilingual collateral, packaging, and technical documentation for QuarkXPress. Typeset text in Western languages, Chinese 中文, Japanese 日本語, and Korean 한국어.

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ORGANIZATIONS

International Association of Accessibility Professionals (IAAP),
Individual professional member: September 2026–present.
Preparing for the IAAP Web Accessibility Specialist (WAS) certification exam.

SUNY Fredonia, Center for Innovation & Economic Development (CIED),
fredonia.edu/cied, technology incubator affiliate member: March 2026–present.

Apple Developer Program, individual developer member: January 2025–present.

Drupal.org user profile at **drupal.org/u/jwoolson**. Drupal.org member: 2005–present.

Drupal Association, supporting member: 2011–present.

Digital Collegium *(formerly HighEdWeb)* national organization, **digicol.org**: 2009–present.
Presented session with Andrea Wasiura at HighEdWeb 2023 annual conference.
Session slides, Oct. 10, 2023: go.fredonia.edu/webteam-slides-heweb-2023

RESEARCH

See research in enterprise web CMS, (2009-2026): **fredonia.academia.edu/jwoolson**

SKILLS

CMS Platforms & Hosting: Drupal 11/10/9/8/7/6/5/4 (custom modules, custom themes, Drush CLI), LAMP stack, Pantheon.io, Acquia Cloud, WordPress, MediaWiki, Concept3D

Languages, Markup & APIs: PHP, SQL (MySQL, MariaDB), HTML5 & semantic web, CSS3 & SASS/SCSS, JavaScript (ES6+), jQuery, Node.js, React.js, Next.js, Twig, XML, JSON-LD, RESTful APIs, Schema.org structured metadata, Dublin Core (DCMI) metadata standards, Python, ZSH/BASH shell automation

Web Accessibility, QA & Performance: WAI/WCAG 2.2 AA compliance, Siteimprove.ai, Integrity, WebAIM WAVE, Google Lighthouse, PageSpeed Insights, Core Web Vitals

Search Strategy & Analytics: SEO, GEO, E-E-A-T, Google Analytics 4 (GA4), Tag Manager (GTM), Search Console (GSC), Programmable Search (PSE), BrightEdge SEO

DevOps, IDEs & Developer Tooling: Git (GitHub, GitLab), Composer (PHP), Docker, Postman, Gulp, Pantheon Terminus CLI, Lando, DDEV, Visual Studio Code, Zed, BBEdit, Apple Xcode, continuous integration & continuous delivery pipeline (CI/CD)

AI & Agentic Workflows: Claude Code, OpenAI Codex, Gemini Antigravity IDE & Spark, Hermes Agent, Model Context Protocol (MCP), multi-agent adversarial code review

Systems Stewardship & Governance: Project management, change management, systems continuity, safeguarding historical data, ISO 9001 standards compliance, technical documentation, user training, Jira, Confluence, Asana, Slack, MS Teams

EDUCATION

Bachelor of Fine Arts (BFA), 1991
School of Art and Design, New York State College of Ceramics (NYSCC)
Alfred University, Alfred NY 14802

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