

JONATHAN H. WOOLSON

Fredonia, NY 14063 • 716-672-9777 • contact@jwoolson.com • www.jwoolson.com

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, serving 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 about 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

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

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

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 campaign website **aaronforny23.com**, to achieve top search positioning, with webforms to promote district constituent engagement.

Created a dynamic web map of campaign events at **aaronforny23.com/#events**.

Migrated the website from WordPress to Squarespace, to simplify daily content management tasks for non-technical campaign staff.

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EXPERIENCE : UNIVERSITY WEB MANAGER

2006 November — 2025 March

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.

Managed web content for 178 campus departments on **fredonia.edu**, with 16,326 web pages, 1.8 million links, and 3.3 million page annual 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 CMS documentation at **fredonia.edu/drupal/help**; hired and mentored student interns.

Built a campus intranet portal, **my.fredonia.edu**, using Drupal CMS, to serve 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

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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 civics and cultural web platforms:

- **Village of Fredonia** (Drupal, 2005–2009),
 - **1891 Fredonia Opera House** (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.*

BOOK DESIGNER 2001 September — 2010 September

Peachpit Press / Pearson, Berkeley, CA 94710

Designed and typeset technical computer books. Designer of Jim Heid's books, *Macintosh Digital Hub* (2002) & *Macintosh iLife* (2003–2009) series, and *Sell it on eBay* (2007).

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 QuarkXPress production templates for the 2000 magazine redesign executed by Pentagram.

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 member: September 2026–present.

SUNY Fredonia, Center for Innovation & Economic Development (CIED), www.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: 2008–present. Presented session with Andrea Wasiura at HighEdWeb 2023 annual conference. Session slides, Oct. 10, 2023: go.fredonia.edu/webteam-slides-heweb-2023 Workspaces blog: link.digicol.org/2024/02/workspaces-revealed-jonathan-woolson

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

Languages, Markup & APIs: PHP, SQL (MySQL), HTML5 & Semantic Web, CSS3 & SASS/SCSS, JavaScript (ES6+), jQuery, React.js, Next.js, Node.js, Twig, XML, JSON-LD, JSON:API, 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, VS 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 Governance: Project management, change management, systems continuity, 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

Download PDF: jwoolson.com/resume | **Updated:** 2026-10-01 | **Version:** 045.09-PDF

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