

# BRETT ROEGIERS

772 Camino Lakes Circle • Boca Raton, FL 33486 • (561) 445-9179 • brettroegiers@gmail.com

---

## CAREER OBJECTIVE

---

To work as an online designer or multimedia producer at a news organization.

---

## PROFICIENCY

---

- XHTML
- CSS
- JavaScript
- Photoshop
- InDesign
- Illustrator
- Flash
- Multimedia editing
- AP style

---

## EXPERIENCE

---

### The Independent Florida Alligator

*Managing Editor / New Media*

Gainesville, FL

Aug 2005–Aug 2007

Led online operations at the Alligator, billed as the largest student-run newspaper in the United States. Redesigned the Web site and implemented a content management system. Trained a traditionally print newsroom to start producing multimedia and planning for transparency and interactivity on the Web.

### UF Registrar Systems

*Web developer*

Gainesville, FL

Aug 2004–Aug 2007

Maintained the Web sites for UF's Office of the University Registrar and Office of Admissions. Worked on the undergraduate catalog and admission applications. Adapted print publications for the Web.

### The Gainesville Sun

*Music reporter (intern)*

Gainesville, FL

Oct 2004–June 2005

Covered local music for the entertainment section of Gainesville.com. Interviewed artists and reviewed concerts. Took photographs for stories and produced online galleries.

---

## EDUCATION & CONFERENCES

---

### University of Florida

*Bachelor of Science, Journalism*

Gainesville, FL

Aug 2002–Aug 2007

- Emphasis in online media
- Outside concentration in computer science

### South by Southwest Interactive

*The tech conference before the music festival*

Austin, TX

March 2007

- Attended panels that provided how-to training and big-picture analysis
- Sessions included designing to a grid and developing for the mobile Web

### Mashup Camp

*The Unconference for the Uncomputer*

Boston, MA

January 2007

- Collaborative meetup of the Internet software mashup community
- Observed sessions on using third-party data in creative Web applications

## **Society for News Design**

*New Media Quick Course*

- Learned interactive storytelling using Flash
- Incorporated audio, video, animation and ActionScripting

Gainesville, FL

March 2004

---

## **ONLINE PORTFOLIO**

---

<http://www.brettroegiers.com>

---

## **REFERENCES**

---

Mindy McAdams  
Knight Chair Professor of Journalism  
University of Florida, Gainesville, FL  
[mmcadams@jou.ufl.edu](mailto:mmcadams@jou.ufl.edu)  
(352) 392-8456

David Carlson  
Director, Interactive Media Lab  
University of Florida, Gainesville, FL  
[dcarlson@jou.ufl.edu](mailto:dcarlson@jou.ufl.edu)  
(352) 846-0171

Vicki Clifford  
Admin Director, Registrar Systems  
University of Florida, Gainesville, FL  
[vclifford@ufl.edu](mailto:vclifford@ufl.edu)  
(352) 392-5298 ext. 2792

Patricia Carey  
General Manager  
Independent Florida Alligator, Gainesville, FL  
[tcarey@alligator.org](mailto:tcarey@alligator.org)  
(352) 376-4446