

AG Interactive
Cleveland, Ohio USA
001-216-889-5290

Michael Patrick Breiner
<http://www.michaelpatrickbreiner.com>
michaelpbreiner@yahoo.com

17517 Oxford Ave.
Cleveland, Ohio, USA
001-216-671-4506

Objective: Information Technology Consulting position in the International Development Community focused on computer and internet technologies. Areas of expertise include information technology; Internet / print publishing applications; web site design, Internet architectures and solutions; digital asset library management; and color reproduction and management.

EXPERIENCE

AG Interactive - Cleveland, Ohio, USA
Senior Web Developer and Consultant

May 2005 - Present

Senior web developer and consultant providing **systems development and technology support** to the international leader in personal expression content and solutions for the digital arena. AG Interactive creates innovative, state-of-the-art, digital art assets for Internet Websites, Messenger clients and wireless phone carriers.

Primary technical skills are object-oriented design; common gateway interface (**CGI programming with the Python** language, Unix environment; JavaScript and knowledge of Internet application architectures. Recent projects in support of the world's largest digital library of audio and visual content include:

- Enhanced a **Visual Basic ActiveX** control used to FTP, file transfer, Flash products (winks, dynamic backgrounds and pictures) to a server with a Microsoft provided dynamic library used to verify the integrity of MSN Messenger Client products.
- Designed and implemented a **Flash / JavaScript based MP3 music player** and web page with Music Selection and On / Off capability for electronic greeting card products.
- Maintained and enhanced a web-based, **XML-driven digital imaging (ImageMagick) application** used to automatically crop, scale, reformat and prepare imagery for wireless phone carriers / handsets.

US Peace Corps Volunteer – Cameroon, West Africa
Information Technology Consultant

June, 2003 - Jan, 2005

Served as an **Information Technology / Internet Consultant** at the Cameroon Cooperative Credit Union League Headquarters (CamCCUL) in the NorthWest Province of Cameroon. CamCCUL is the largest credit union league in Cameroon with over 200 credit unions in all 10 provinces of the country.

Primary role was to provide technical consulting advice for a project to **computerize the CamCCUL credit unions**. This role included the evaluation of hardware and software vendors; extensive software testing in a pilot credit union; definition of CamCCUL specific requirements; and finally successful implementation of Soft-Tech's Flextra software at the Mitanyen Credit Union in Bamenda. Secondary role at CamCCUL was the **maintenance of an Internet network** at the League Headquarters.

Secondary projects as a Volunteer included: **teaching classes in Internet / Web Design** at Paul's Computer Institute (PCI), an internationally recognized computer vocational training center; helping students of PCI find database, web development jobs at local businesses and agencies; and the **design and development of web sites** for NGOs including: Bamenda Handicraft Cooperative, Mezam Polyclinic, Christian Women of Vision, and other women's groups.

AG Interactive
Cleveland, Ohio USA
001-216-889-5290

Michael Patrick Breiner
<http://www.michaelpatrickbreiner.com>
michaelpbreiner@yahoo.com

17517 Oxford Ave.
Cleveland, Ohio, USA
001-216-671-4506

americangreetings.com - Cleveland, Ohio, USA
Internet / Website Developer and Consultant

Jan, 1999 - June, 2003

Designed and developed Internet applications and websites in support of the electronic greeting card and email business of americangreetings.com.

- Developed and maintained an **Email application system and** software architecture (Unix SendMail based) that published 10 million electronic newsletters on a weekly basis.
- Developed and maintained **viral electronic greeting card websites** integrated with the electronic newsletters that handled all aspects of viral marketing including 'unsubscribe' and 'bounceback' processing.
- Developed software objects in Python for a **Web-based Customer Service application**: used to transfer customer membership information between applications in **XML** format.
- Developed and maintained over 15 **electronic greeting partner websites** for AG business partnerships (walmart, oracle, warnerbros, about.com, iWon) customized to each partner's specific requirements.
- Created dozens of **prototype greeting card websites** for numerous ag.com business partners using an in-house HTML, web-based prototype tool.
- **International web site development** - Developed and coordinated the construction of over a half dozen international greeting card websites (using the country's native language) in support of the americangreetings / AOL partnership including Netherlands, Germany, France, United Kingdom, etc.

American Greetings (AG) - Cleveland, Ohio

1988-99

Applications Consultant – Digital Asset Management

1996-99

Developed and maintained **digital asset library applications** (art and product) used by the Creative and Pre-press Divisions of Americangreetings in support of their digital workflow for AG's entire product line.

Applications ran on a **client/server architecture** using Omnis and PowerBuilder graphical front ends for Macintosh and Windows workstations supported by a Sybase database / Unix server environment.

- Researched and evaluated technical infrastructure alternatives for a **corporate, enterprise-wide digital asset management application** including IBM Digital Library.
- Designed, developed and implemented **digital art content, product and job distribution library systems** for AG's Subsidiaries and international partners.
- Designed and developed a prototype for an enterprise-wide **Digital Product Component Library system** for AG's digital products using the Acrobat Portable Document Format (PDF).
- Redesigned the **printing architecture** of the Creative Division's digital art system running on a Macintosh network using Canon printers resulting in major performance and cost improvements.

American Greetings (AG) - Cleveland, Ohio (continued)

Computer / Graphic Arts Consultant

1991-96

Helped guide American Greetings Creative and Pre-press divisions into the digital age of art and product creation and printing. Participated in all major digital workflow projects involved with the rollout of **Macintosh computers and graphic arts hardware and software products and technology** resulting in a 100% digital workflow for the planning, creation and printing of card and party products.

Provided **research, development and consulting** support to in the areas of digital art creation, digital libraries, imaging techniques, workflow and graphic arts technologies for creation and production of AG product.

- Evaluated and recommended **Xeikon class (IBM, Agfa) digital presses** for the printing of “paper and ink” greeting card product and other “variable data” applications.
- Developed and implemented a **gravure “direct-to-cylinder” digital engraving** process using Photoshop resulting in a 100% digital workflow for the creation of gift-wrap resulting in the 1995 Achievement award for Creative Excellence,
- Developed, taught and implemented **guidelines and techniques for the creation of digital art** on the Macintosh (vector art - FreeHand, Illustrator; raster art - PhotoShop, Painter) to over 100 artists and illustrators in AG’s design, graphics and photo studios.
- Evaluated, recommended and installed a variety of **graphic arts hardware** (scanners, workstations, printers) and **software** (art creation) solutions and processes in the development of a 100% digital design, creation and production workflow for AG’s greeting card product and specialty product.
- Developed the font conversion (analog to digital), development, and administration processes for AG’s custom and vendor **PostScript font libraries** leading to the digital creation of all lettering for AG product.

Capacity Planner Project Manager for Large IBM Commercial Data Center

1988-91

Performed **capacity planning and performance management** for large IBM commercial data center using Statistical Analysis System (SAS) and popular modeling (BEST/1) and workload analysis software (MICS).

- Developed **workload characterizations**, forecasts and resource requirements of application systems.
- Developed **models of computer workload/hardware** configurations to evaluate upgrade alternatives.
- Recommended appropriate **resource-planning strategies** based on the evaluation of technologies, business plans, and financial models.

AG Interactive
Cleveland, Ohio USA
001-216-889-5290

Michael Patrick Breiner
<http://www.michaelpatrickbreiner.com>
michaelpbreiner@yahoo.com

17517 Oxford Ave.
Cleveland, Ohio, USA
001-216-671-4506

Standard Oil Company / British Petroleum - Cleveland, Ohio **1975-88**

Corporate / Management Information Systems Consultant **1986-88**

Provided **business systems consulting** to various clients within the British Petroleum corporate group. Converted key corporate human resource and financial mainframe applications to distributed DEC/VAX platforms using the INGRES relational database in Cobol and Fortran.

Developed, published and implemented a **System Development Methodology** for Corporate Information Systems departments based on structured analysis and design techniques.

Capacity Planner for Large IBM Commercial Data Center **1982-86**

Performed capacity planning/performance management for large IBM commercial data center using Statistical Analysis System (SAS), popular modeling (BEST/1) and workload analysis software (MICS). Developed an online performance reporting system using SAS and MICS database reporting software.

Scientific Large Scale Super Computers - Operating Systems Programmer **1979-82**

Installed, maintained **operating and application systems software** in assembler language on a large, scientific data center complex of Control Data computers in support of Sohio's oil exploration in Alaska.

Oil Refinery System Development - Systems Analyst /Programmer **1976-79**

Designed and developed **management information systems** software in COBOL/FORTRAN on an HP3000 computer system with the IMAGE database in support of Standard Oil Company's refineries.

Point-of-Sale Mini-computer Systems - Senior Programmer Analyst **1975-76**

Supervised a **point-of-sale (POS)** pilot project on a distributed minicomputer/mainframe platform resulting in a management recommendation for retail POS terminals in service stations. Wrote online data communications systems in assembler language on a Datapoint minicomputer communicating with a variety of POS terminals in support of this project.

Fairview General Hospital - Cleveland, Ohio **1973-75**

Hospital Systems Development - Application/Systems Programmer

Installed and maintained large scale IBM mainframe operating system (IBM DOS/VS) and transaction processing software (CICS/VS) in support of this major Cleveland hospital's computer systems. Developed state-of-the-art , **online medical systems** using the CICS/COBOL programming language. The information systems, including laboratory reporting, patient medical records and nurse scheduling (marketed nationally by IBM), supported all major hospital functions.

Lear Siegler Power Equipment Division - Cleveland, Ohio **1969-73**

Engineering Systems Development - Computer Programmer and Designer

Developed analytical and **real-time process control** computer programs for the engineering department responsible for the design of electronic power equipment for military aircraft. Programming was in FORTRAN on an IBM 1800 process control computer. Installed and maintained the IBM 1800 MPX Operating System.

AG Interactive
Cleveland, Ohio USA
001-216-889-5290

Michael Patrick Breiner
<http://www.michaelpatrickbreiner.com>
michaelpbreiner@yahoo.com

17517 Oxford Ave.
Cleveland, Ohio, USA
001-216-671-4506

EDUCATION

UNIVERSITY EDUCATION

- **Masters of Science in Library Science (MSLS)** Case Western Reserve University, School of Library Science, Information Science major. 1985
- **Bachelor of Science (BS)** Cleveland State University, **Computer Science / English** major. 1976
- **Bachelor of Science (BS)** Ohio State University, **Mathematics major**; anthropology minor. 1969
- University of Detroit, Mathematics major, physics minor. 1965-67

PEACE CORPS TRAINING

- Completed 3 months intensive Peace Corps French language, cross-culture and technical training program in Francophone Bandjoun, Cameroon.
- Achieved **Intermediate-High French** language level proficiency .

CONTINUING EDUCATION

- Systems Development: **Internet programming and architectures**; Oracle, CGI programming, Python, HTML, Sybase, Unix, PowerBuilder, C, Java, object-oriented design and development.
- **Graphic Arts Printing Publishing** Conferences: Seybold, Print Shows, GrafExpo, MacWorld.
- **Photography, Digital Imaging, Publishing**, Graphic Arts classes: Cuyahoga Community College.

PERSONAL

- Accomplished **photographer**, PhotoShop / digital imaging enthusiast, print-maker with **award-winning photographs** (traditional and digital) exhibited in over ten American Greetings Spring Fine Art Shows juried by nationally know artists.
- Avid **Bicycle rider, swimmer**, ex-runner/marathoner; student of world literature, religion, art, computers & technology, publishing; international traveler.
- **Renaissance Man** – Integrated left and right brain