John-Paul Takats

Technology Leader, Educator, & Marketing Strategist

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Location Rochester NY USA

https://www.jptweb.com

While this document provides an overview of my qualifications and experience, a visit to my portfolio at jptweb.com offers a much richer, interactive experience that more effectively showcases my skills and work.

Education

Bachelors of Science - May 2006
Information Technology
Rochester Institute of Technology. Rochester NY
Concentration in Web Development. Minor in Psychology

Masters of Science Multidisciplinary Degree - Fall 2015
Human Computer Interaction & Marketing
Rochester Institute of Technology. Rochester NY

Industry & Teaching Experience

Solutions Architect
Accelerate Media Inc. (May 2024 - Present)
- At Accelerate Media, I facilitate strategic initiatives by blending creative and technical expertise to deliver measurable results for clients in marketing, advertising, and development. I oversee full-stack development projects, leveraging tools like WordPress and REST APIs to create responsive, user-driven experiences. My unique combination of technical skills, leadership, and marketing knowledge allowed me to collaborate effectively with SEO professionals, bringing a holistic approach to all my projects.

Mentor
Next Chapter Project (July 2024 - Present)
- Serving as a mentor to formerly incarcerated individuals as they embark upon a 12 week boot camp; Next Chapter Project helps to empower people with the skills, confidence, and support necessary to transition post-incarceration into meaningful, skilled careers in the tech industry.

Visiting Lecturer
Rochester Institute of Technology
School of Information (August 2019 - May 2024)
- Taught undergraduate & graduate students in the fields of Software Engineering, Web and Mobile Computing, and database. Highlighted classes:
  - Software Development and Problem Solving I (GCIS-123)
  - Web & Mobile I & II (ISTE-140, ISTE-240)
  - Foundations of Web Technologies I and II (ISTE-645, ISTE-646)
  - Web development minor classes including: Rapid Online Presence, Digital Video Creation, Web Integration & Application
- Developed curriculum and helped coordinate large multi-section international classes including implementation of an interactive textbook.
- Designed and implemented a Drupal based website to highlight student Scholarly activity in RIT's School of Information.
- Founded code to community initiative to help local non-profits
- Served as a graduate capstone advisor (see my CV for more on this)

Information Technology Strategist (Technical Lead)
Rochester Institute of Technology
Enrollment Management (July 2013 – August 2019)
- Helped to implement Technolutions Slate for undergraduate and graduate admissions (see portfolio of work for more details on this).
- As a technology leader within RIT's Enrollment Management Division, I have driven the design, development, and implementation of key systems supporting Undergraduate and Graduate Admissions, and Financial Aid. I created FeedMasher, powering a significant portion of RIT's homepage for over five years, and designed a social networking platform for 15,000 users. I led teams building full-stack applications, spearheaded the adoption of CRM platforms (Oracle and Slate) for enrollment, and served on the RIT Web Advisory Committee, shaping web and infrastructure strategy campus-wide.

Adjunct Professor
Rochester Institute of Technology
- *School of Interactive Games & Media* (August 2024 - Present)
  Teaching students an upper level course which explores the design and development of media-rich applications. Topics include: typescript, node.js and react.
- *School of Information* (January 2016 – May 2018)
  Taught several courses including Rapid Online Presence and Web and Mobile I.

Web Analyst (Full Stack Developer)
Rochester Institute of Technology – Undergraduate Admissions Office
January 2008 – July 2013
- Supported technology and web development in the Undergraduate Admissions Office, enhancing recruitment and selection efforts to meet freshman and

transfer enrollment goals. Key achievements included creating registration systems and collaborating on strategies for a prospective student pool exceeding 100,000 annually. I also implemented content management systems and employee portals, enabling admissions counselors to efficiently manage recruitment travel and outreach.

Founder & Creative Director
Bantam Creative (https://bantamcreative.com)
August 2013 - Present

- As the founder and creative director of Bantam Creative, I lead a team that designs, develops, and implements web-based solutions, blending technical expertise with marketing strategies to deliver standout applications. We specialize in standards-driven, cross-compatible web development, multimedia-rich sites, and cloud-based solutions, including customer service and collaboration tools.
- Notable Clients:
  - *National Human Resources Foundation* (website migration to Joomla)
  - *The Learning Tree Daycare Center* (full brand and website development)
  - *Newdigs* (developed a Wordpress site and Wordpress theme)
  - *Dobber Fantasy Sports Networ*k (e-commerce support)
  - *Harmony Productions (website and brand development)*
  - *Rochester Underground* - Custom CMS system for a humor and local event website. 4000+ registered users.

Lead Software Developer
StreamTeam (provider of web development & streaming video services in Rochester NY)
January 2006 - December 2007

- I joined a team of developers to provide leadership and coordination, helping guide a talented group of programmers toward more structured goals. I created an MMS message delivery system powered by Microsoft ASP, built a custom CMS in classic ASP and Microsoft SQL, and developed a Joomla CMS for the Rochester Underground website, all while navigating the limitations of server constraints.

Web Developer (part-time)
Rochester Institute of Technology – Undergraduate Admissions Office
October 2005 – December 2007

- Developed the Brick City Ambassador Homepage, a blogging platform for students and staff to share their RIT experiences, first using WordPress and later Joomla. I also created a RESTful API for the platform and built an employee portal for staff to schedule recruitment events, create content, and process forms.

Professional Community Service

- **American Statistical Association (ASA) Rochester Chapter**
  2020 – Present. Coordinator of Web Technology
- **Rochester Area Colleges (RAC) & Upstate New York Counselor Tour**
  2014-2018. Web Coordinator

Open Source Collaborations

- **Feedmasher.org (creator)** - a system that is capable of gathering digital content using APIs into a central place. http://www.feedmasher.org/
- **Mozilla Popcorn.js (contributor)** - The HTML5 Media Framework. Contributed some development time and bug fixes to the software repository.
- **JFusion (contributor)** An Open Source Joomla Plugin. Developed a plugin for the ELGG open source social network system to support SSO in Joomla.
- **Jabode Horoscope Component for Joomla (creator)**. A free open source component I developed that could be installed on a web site.

Non-Profit Outreach - Founder of the Code to Community Initiative (2019-2024)

- Led an initiative over the course of 5 years that takes a team of 10+ MS students majoring in human computer interaction, software engineering, computer science and develops a comprehensive marketing plan, brand identity, and web presence for a small non-profit organization
- Presentation - **iSchool Insights**. Spring 2024
  Shared my experiences managing student teams that developed websites for nonprofits. View presentation at:
  https://www.rit.edu/spotlights/code-community-weaving-real-world-non-profit-projects-web-technologies-course

Notable Presentations

- **Women In Computing (WIC at RIT)**. Fall 2022.
  Presenter: Crash Course in Web Development - Covered how to develop, host, and deploy a website using cloud based software.
- **The National Society of Black Engineers.** Fall 2022.
  Presenter: Creating a web portfolio. Covered how to develop, host, and deploy a website using cloud based software.
- **Rethinking the Virtual Tour:**
  Presenter: An Immersive Experience that's More Than A Map
  A presentation at HighEdWebs annual conference
  https://link.highedweb.org/2012/10/rethinking-the-virtual-tour-an-immersive-experience-thats-more-than-a-map/