

# RILEY PAULSEN

solves problems  
builds websites  
designs experiences  
sees the big picture  
leads by innovation

## RECENT WORK

### NewsClick Interactive, Web Developer, 2009–now

To aid struggling Indiana news services, a group of journalism students is starting a wire service to create and supply interactive info-graphics to media companies statewide. Online at: [rileypaulsen.com/newsclick](http://rileypaulsen.com/newsclick)

### BSU iPhone Campus Map, UX Designer, 2009–now

The release of a map app for the iPhone has potential to improve the daily lives of Ball State students while also lending credence to the University's name. In addition, this will be the among the first iPhone apps developed in-house by a university, rather than by a contracted company—let alone one designed and built by students.

### Business Ethics Immersion, Production Manager, 2008–now

As a part of a three-semester immersive learning experience, eight team members from the Miller College of Business are working to engage future students in a discussion about the importance of ethics, both in academic and business settings.

The final result of this project will be an interactive video experience combined with interviews and graphics; an endeavor that has put most of the team of non-technical business majors far outside of their skillset.

This effort hopes to spark a turnaround in the academic culture of the business college.

#### Education:

Ball State University, 2006–now  
Honors Diploma, GPA 3.727  
B.S. Journalism Graphics  
B.S. Graphic Arts Management  
Minor in Business Administration

Frankton High School, 2000–2006  
Academic Honors Diploma, GPA 3.97

#### Specialties:

**Web Design:**  
Front-End Development, SEO,  
Usability, Accessibility

**Print Design and Production:**  
Prepress, Color Management,  
Variable Data, Estimating

**Journalism:**  
Information Design, Interactive  
Graphics, Newswriting, AP Style

**Administrative:**  
Management, Software Instruction,  
Marketing, Technical Writing

#### Software:

**Expert-level knowledge of:**  
Photoshop (Adobe Certified Expert),  
Illustrator, InDesign, Acrobat,  
Dreamweaver, Flash, (X)HTML, CSS

**Proficiency in:**  
ActionScript 3.0, Final Cut Pro,  
Compressor, After Effects, Audition

**Familiar with:**  
jQuery, WordPress, Interface Builder,  
Xcode, Color, Quartz Composer

#### References:

Marc Pendel, [mapendel@bsu.edu](mailto:mapendel@bsu.edu)  
Instructor of Management, MCOB

Jennifer Palilonis, [jageorge2@bsu.edu](mailto:jageorge2@bsu.edu)  
Professor of Journalism, CCIM

Hans Kellogg, [hkellogg@bsu.edu](mailto:hkellogg@bsu.edu)  
Assistant Professor of Technology, CAST

*My specialties run both wide and deep. The roots of my experience with digital media lie in cinematography and editing. That skillset has since expanded to include graphic & interactive design, photography, web development, and accessibility & usability, and has recently come full circle as I am again surrounded by professional video production. This wide exposure gives me a nearly complete picture of all things related to digital media and has prepared me to lead in industries driven by convergence.*



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