

April Hodge Silver

Owner, Springthistle Design and Information Technology and Services Consultant

april@springthistle.com

Summary

Providing quality professional personalized service to clients looking to have a web presence.

Specialties

Complete website design and development, php, flash, sql databases, javascript, design

Experience

Principal at Springthistle Design

June 1998 - Present (11 years 5 months)

I started this company in 1995 with my first client and have been successfully building websites and accumulating clients ever since. Occasionally, I will partner with colleagues to produce websites, but most of the work I do myself from start to finish. Over the course of its lifetime, Springthistle has provided website- and design-related services to over 90 clients many of whom continue to use Springthistle for their ongoing website and web application needs. All of my clients come to me through word-of-mouth and referrals.

- * Client interfacing, including: Attracting new clients, communicating with clients, and educating clients about their sites, technology, and options.

- * Project management involving my work, the work of colleagues I collaborate with, and with the clients and their committees and working groups.

- * Create UI concepts and solutions that serve the specific needs of each client, including interface design, navigation, and architecture.

17 recommendations available upon request

Web Developer at Wolters Kluwer

March 2001 - May 2004 (3 years 3 months)

Responsibilities:

- * Write HTML for page redesigns and brand-new pages.

- * General user interface site management, coordinating with ASP and C++ programmers as well as with non-technical marketing people.

2 recommendations available upon request

Product Manager and Producer, Core Products at about.com

August 2000 - February 2001 (7 months)

In 2001, About.com was the 6th largest website in the world with 53 million pageviews/month (Media Metrix). Core Products are managed by the Information Architecture group.

Responsibilities:

- * Understand and maintain file structure.
- * Manage and assist in building new products.

Accomplishments:

- * Built, updated and managed Core Service templates. These pages receive over 30 million page views per month, and need to work on a variety of browsers
- * Template Redesign (Product Manager and Producer). Planned, managed, and produced a redesign of all GuideSites on the service to make better use of existing advertising and introduce new advertising. Coordinated all details of project implementation.
- * Experts product (Producer). From design specs, created HTML compliant mock-ups and templates for this new product.

2 recommendations available upon request

Web Developer, Designer, Programmer at coolfire interactive

November 1999 - August 2000 (10 months)

Responsibilities:

- * Design and create new websites (images, html, etc)
- * Update and do maintenance on current websites.
- * Produce visuals for project proposals.

Field Sales Engineer at DoubleClick

June 1999 - November 1999 (6 months)

Helped explain the technical details to the clients.

Education

Columbia University in the City of New York

BA, Environmental Biology, German, 1995 - 1999

Activities and Societies: Collegium Musicum (as an alto singer)

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21 people have recommended April

"When we approached April this year, it was for a tall order. Our synagogue, Congregation Rodeph Sholom of New York, wanted a great website design for a very reasonable price. April was able to easily address our long list of feature requests and quickly came up with an attractive design that worked for us. She is remarkable easy to work with and responds promptly to feedback. And, she loaded our 100 pages of content in no time at all. We were thrilled to have our site come in on budget and on schedule. Finally, April is a keeper and we hope to work with her again in the future."

— **Joli Golden**, was April's client

"April worked with us to create the perfect logo and design for our website redesign, and then she built a great website for us that we can keep updated ourselves. She was professional to deal with and was always happy to explain any technical details that I needed to understand. I especially appreciate that she stayed in our budget and always let us know what we could do to stay in budget, also. Additionally, she was readily available by phone or email to answer any questions I had. I highly recommend her to anyone looking for a unique and easy-to-use website."

— **Melinda Zalma**, was April's client

"I worked with April on a website. She built the site based on my design specs. She was absolutely organized, reliable and patient. She did a great job and I felt completely confident of her expertise at every step of the process. I wouldn't hesitate to work with her again."

— **Elizabeth Reagh**, was April's client

"April brings a can-do attitude, a detailed-oriented work style and a high level of skill to her web design/programming clients. A very smart woman, April asked the right questions to understand our needs and goals, and created a great solution at a reasonable price. She worked patiently through multiple revisions and responded quickly and accurately whenever we had questions or changes. I've had the opportunity (unfortunately) to compare another person's work to April's, and April surpasses her competition by a mile (or 10)! I look forward to working with her again!"

— **Cheri Lovell**, was April's client

"April has developed and is currently webmaster for two company sites and two corporate blogs."

She has also done graphic design for new stationery products. Her three key strengths: - Presents several solutions to technical or design requests. This allows me to select the best option based on need, timetable & budget - Technical mastery of site architecture and database construction. People can find what they need within seconds, so they stay on the site - Crisp, clean design that stands out. Consumers, retailers and media easily find us. This has translated into exponential increases in sales and brand publicity. I think she's terrific and would recommend her highly."

— **Karen Doherty**, was April's client

"April has grown with us. From our first clunky effort to get online, she's been problem solving and helping our internet calling card come alive. A+"

— **Brad Lamm BRI-I**, was April's client

"April was a real pleasure to work with. She was professional and her final work on our website met every expectation. Throughout the project, she always made time for my questions and answered them completely and in an accessible way. I would definitely recommend her to other companies looking for a beautiful, streamlined website and a hassle-free process creating it!"

— **Leah Koenig**, was April's client

"In a word, April delivers. Her creative designs reflect her artistic touch, but show her nuanced understanding of what is an efficient, logical, and productive user experience. The result is a website that is memorable and usable, an increasingly rare combination these days. As if that weren't exceptional enough, April is also the consummate professional. She is meticulous, responsive, insightful, and thorough. She is on deadline every time and doesn't waste your time. She works well with others and, if asked, can handle the many intricacies of managing a team. She'd be an asset to any web development project."

— **Steven Francisco**, was April's client

"Working with Springthistle Design was a great experience. April listened carefully to what we needed, discussed our options with us, and helped us to understand the process as well as the technology as much as we needed. She worked flexibly with our photographer to produce a result everyone could be proud of. We continue to work with her for our ongoing website needs."

— **John Giddings**, was April's client

"April knows what she's doing, does it well and gets the job done on time and within the budget. She cares for her clients and ensures that our websites look great and function well. She has excellent communications skills, is great at handling details and helps keep any project on track. I highly recommend her."

— **Ann Kansfield**, was April's client

"I have hired April to design and develop several websites. Her work on all of them has been extraordinary. She is truly exceptional and I can recommend her to anyone with absolutely no reservations. I can't imagine finding anyone else who is better or more responsive than April when it comes to this kind of work."

— **Peter Bloom**, was April's client

"April designed my Web site in 2004 and worked with through a significant overhaul a couple of years later. She is always clear, knowledgeable and efficient. She's been great about answering questions and helping me expand my own ability to work with my site. I recommend her to anyone who values clarity, efficiency and equanimity in a creative professional."

— **Arlene Goldbard**, was April's client

"I have hired April twice. The first time was for my own business website. April was clear in her direction, able to take direction from me, understood my objectives, added tremendous value to the project and created a website for me that delivers a significant amount of new business for me each month. Based on those results I hired her to re-design the website of my children's school for which I am on the board and responsible for that project. April worked within our budget and delivered exactly what we were hoping for. I highly recommend her."

— **Marc Sessler**, was April's client

"April's ability to synthesize multiple needs and communicate them effectively through graphic presentation, coupled with her clear and concise communications made her an ideal partner in producing an amazing product which generated widespread positive response. I will hire her again when the next project arises."

— **Rabbi Menachem Creditor**, was April's client

"April is a very solid, experienced and knowledgeable web craftsperson. She doesn't just design--she consults, crafts and produces beautiful work. And it doesn't take too long, either. She's terrific to work with."

— **Daniel Wiener**, was April's client

"Yet another valued member of the information architecture team that helped build one of the world's largest consumer services at About.com!"

— **Scott Germaise**, *VP, Information Architecture, Primedia/About.com*, managed April at about.com

"April worked for me for 2 years at CT first as an employee and then as a contractor. She was at all times effective in her work as a web designer. She was also prompt in her assignments, creative in

her solutions, and always willing to learn new technologies. Additionally, she is a very pleasant person to work with and I recommend her without hesitation."

— **James Cusick**, *Software Engineering Manager, Wolters Kluwer*, managed April at Wolters Kluwer

"It was a pleasure to work with Springthistle Design. April provides a clear understanding of the task at hand and provides excellent feedback ensuring, your work, her product and the client's end result are of the highest caliber. I highly recommend using Springthistle Design for any web related needs your business may have."

— **Tessa Blakeley Silver**, was a consultant or contractor to April at Springthistle Design

"April has done outstanding work for us, and at a very reasonable rate. I endorse her without hesitation. Please don't hesitate to be in touch if you have any questions. Nigel"

— **Nigel Savage**, was a consultant or contractor to April at Springthistle Design

"April was a pleasure to work with, and a real asset to our team: curious, creative, highly intelligent, personable, and a quick study. I'd love to work with her again!"

— **Jonathan Miller**, *Manager, Software Engineering, Wolters Kluwer*, managed April at Wolters Kluwer

"April and I worked together at About.com for a short time, but that time was sufficient to develop the utmost respect for her approach, her work ethic, and her ability. She is a wonderful developer and self-manager, and highly recommended."

— **Jesse Wilbur**, *Researcher & Designer, Institute for the Future of the Book*, worked directly with April at about.com

[Contact April on LinkedIn](#)