
SYNOPSIS

Dallas based, Canadian-born, full-stack developer and multidisciplinary design professional.
Over 15 years of proven experience in the web, interactive & digital design industry.
Server administrator, website / application programmer, web / UI / print / brand designer.
Constantly questioning the user experience; research focused, advocate for open/closed card sorting & hallway tests.

From analytical development to creative design – I have the experience and unique perspective to make objective and successful decisions, in either discipline, to produce an overall consistent level of excellence as required.

WORK EXPERIENCE

Web Software Developer

Content Pilot LLC · Dallas Texas

January '15 - Present

Developed and maintained legal marketing websites and web applications for company clientele. Became the go-to-person for all mobile-responsive initiatives and WordPress or PHP-based initiatives. In record-time, overcame the steep learning curve of our internal proprietary CMS software language written in Java for use on Tomcat. Improved the workflow for my development team by scripting preprocessing software to handle both front-end and back-end tasks, assisting with the reduction of development time as well as maintenance automation.

Web Developer & Graphic Designer

Navigator Ltd. · Toronto Canada

June '10 - December '11

Sole in-house web developer and graphic designer to a team of consultants. Leveraging WordPress as a CMS, developed a proprietary theme/plugin framework to augment the core platform. Rapidly developed over 20 websites and web applications for various campaigns and strategies in under a year and a half. Programmed mobile web-apps for real-time social media sentiment analysis. Designed collateral, coordinated with print production resources and created motion graphics for campaign presentations. Maintained and operated corporate VPS server.

Webmaster

Health Quality Ontario · Toronto Canada

January '12 - December '14

Lead a team of web-designers and .NET developers in the creation and launch of new web properties for an amalgamated group of health agencies within the province of Ontario. Conducted focus group studies and that lead to storyboard concepts and programmed web based experiences that improved access to the reporting of the Ontario healthcare system. Upheld strict accessibility standards, implemented SEO and embedded analytics to benchmark and measure guidelines set by the government of Ontario. Winner of two awards for excellence in web design and usability.

Lead Web Designer

The Shopping Channel, Rogers Communications · Toronto Canada

September '01 - August '08

Created compelling propositions for product lines and on-line properties. Coordinated with merchandisers, copywriters and web developers to maintain E-commerce content. From concept to delivery – storyboarded, designed and developed prototypes for A-B testing. Designed feature spots, interactive banners, optimized a mass library of product imagery. Designed and developed compelling e-mail newsletters proven to increase traffic to our website and call-center. Programmatically automated a video transcoding system to dynamically “pull-down” on-air segments for web-based featurettes.

Featured Work

kaplankirsch.com
downeybrand.com
mwa-advisors.com
visitduncan.org
sabineriverbend.com
hqontario.ca
mikekormendy.com/navltd
sporometrics.com
scottmcewan.ca

Applied Technologies

HTML5, CSS3, SASS/LESS
JavaScript, jQuery, Angular,
Backbone, PHP, MySQL
Node.js, Gulp & Grunt
Apache, NGINX, IIS, Tomcat
Subversion, Git, OwnCloud
Adobe CC Suite 2015
Microsoft Office
Mac, Windows, Linux Agnostic

Education

The Art Institute of Dallas
Bachelor of Fine Arts 2014
Graphic Design
Honors Undergraduate

Recognition

American Advertising Award 2013
Silver - Product Packaging
Student Category

Summit Creative Award 2013
Gov. Health: Silver: hqontario.ca

The Art Institute of Dallas
Design Team Best in Class Award