

## skills

### software coding marketing

Adobe Creative Suite (Acrobat, Dreamweaver, Flash, Illustrator, InDesign, Photoshop)  
HTML, XHTML, XML, CSS, JavaScript, PHP  
SEO (Google Analytics, optimisation), Social Media Management (Facebook, Twitter, LinkedIn)

## accomplishments

**SEO/Social Media Efforts Greatly Impacted Bottom Line** for Smokin' Bones BBQ Catering *Summer 2010*  
Optimised <http://smokinbonesbbqcatering.com> for Google results and managed keyword and Google Adwords campaigns for same, bringing the business back from losing money to breaking even in summer 2010.

**Interactive Module Development** for General Electric GE Day *Fall 2005, Fall 2006*  
Developed interactions in stand-alone kiosk presentation for General Electric's annual GE Day Canada.

**Magazine Contributor** for Verso Magazine *Spring 2004*  
Futura Brochure judged and accepted for printing in York University's Verso Magazine.

**Finalist** in the Graphic Goo Designs at Random Web Design Contest *Fall 2003*  
Website design won finalist standing.

**Award** for the ThinkQuest Internet Challenge *1999*  
Website won Honourable Mention. View at <http://library.thinkquest.org/29064/>

## professional experience

**envy creative:** Principal Designer / Project Manager *April 2000 to present*

Oversee the design, development and management of websites for small to medium-sized businesses and corporate clients based on Content Management Systems such as WordPress and MODx. Management of contractors brought in when necessary for project completion. Graphic design of other print marketing materials for various clients, such as annual reports, branding design and flyer design. Clients include General Electric, Brinks Canada Inc., VAST Interiors, Ontario AIDs Network, the Just Good Taste Inc. group of companies, Inovita Inc., Taking Action for Youth at York University, VIVA Next and Lucy Izon of CanadaCool.com.

**Gap Adventures:** Web Designer *April 2010 to April 2011*

Working individually and with the web team to design and redesign an iPhone application interface, Gap Adventures branded website interfaces and graphic elements for existing Gap Adventures branded websites under the four brands: Gap Adventures, YOLO, Air Canada Vacations and Discovery Adventures. Assisted in the design and development of microsite within Gap Adventures branding for the M/S Expedition, <http://gapadventures.com/ms-expedition-cruises>. Laid out wireframes and developed designs and styleguides based upon those wireframes for Gap Adventures' website for agents selling trips (Sherpa), and the Gap Adventures website online booking process.

**Booknet Canada:** Bibliographic Data Manager *October 2005 to March 2008*

Managed BNC BookMonitor, co-chaired the Bibliographic Committee and oversaw certification of publishers and distributors to a standard by testing their Excel and ONIX XML files. Liaised with publishers and book retailers to develop the Canadian Bibliographic Standard. Redesigned documents to fit with BNC brand. Updated and managed content and content management system on BNC website.

**Arts Technology Services (ATS), York University:** Student Technology Assistant *May 2004 to April 2005*

Developed and maintained faculty and department websites. Assisted in development of online learning modules and in use of web-based teaching programs using Macromedia Robodemo.

**Centre for Vision Research, York University:** Graphic and Web Designer *Sept. 2003 to May 2004*

Designed poster for international use promoting the Vision Research program. Designed head of program's website and laboratory website. Digitized printed matter for courses by scanning in articles and saving them as PDFs.

**Kodak Canada Inc:** Web Designer *May to Sept. 2003*

Gathered and wrote content for the Guide to Better Pictures, designed fitting graphic elements, and updated previous Kodak website to new version.

**Communication Studies, York University:** Web Designer *Sept. 2002 to May 2003*

Updated website content and tutored permanent staff in Adobe Photoshop, HTML and CSS. Designed and maintained website. Provided administrative support in editing content for yearly course calendar and directing student inquiries to appropriate avenues.

## education

**Bachelor of Design, Honours** at York University. *Date of Completion May 2005*

Specialized with Professional Certificate in Digital Design.

## volunteer work

**Design Internship** for The Stream Advertising and Design. *April to May 2004*

Completed summer internship at a UK design company; learning how studios operate, helping complete design work to tight deadlines, and submitting concepts for contracts.

**Web Designer** for Design Students Association. *Fall 2001 to Spring 2004*

Designed and maintained website, contributing to and leading club functions.