



CURRICULUM VITAE

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Summary

Web developer & graphic designer with a passion for great looking design, and a proven track record in capturing the heart of a project.

Nearly 10 years of experience in design, 6 years of experience in project management for the creative industry, concept development, and creative productivity.

Proficient with industry standard software such as the Adobe Creative Suite and Web development applications. Equally comfortable in both Mac and PC environments.

Project Highlights



www.McCoyFitness.ca

Complete branding, business stationery, and web site design package for Victoria BC fitness consultant and trainer Karen McCoy. Web site launched in December 2006.

Roles: Design, web development, project management



www.TheECA.com

Identity and web design package for US video game executive client.

Project began with a tight 3 month launch timeline, which involved design concepts for both identity and web development, as well as software development. My team and I were able to deliver the goods, to the client's specifications.

Role: Project management, client communications

Software Proficiency

- Photoshop CS
- Dreamweaver MX
- Final Cut Pro
- Director
- Illustrator CS
- MS Office
- Quicktime
- Appleworks
- Flash MX
- Windows Media
- Pro Tools
- Homesite

Coding Methods

- CSS
- HTML
- MySQL Experience
- PHP Experience
- Javascript
- ASP Experience

Interpersonal & Client Relations

- Leadership Skills
- Public Relations
- Teaching
- Interviewing Experience
- Customer Service
- Troubleshooting
- Management
- Proposal Writing
- Copy Writing

Professional Experience

Lead Web Developer

January 2007 – present

Club Penguin Entertainment, Inc.

Kelowna BC

Brought on in early 2007 to provide leadership over the ClubPenguin.com web site, and to bridge a growing gap between the Club Penguin game development and web site operations. Within 3 months established key communications roles, completely reorganized department folder structure, and initiated the process of documenting and establishing the information architecture of the site.

Some highlights of role:

- Redesigning the ClubPenguin.com parents section - one of the first projects tackled. What was formerly a long scrolling page of text thrown together is now a well organized and graphically pleasing area of the site which serves to educate our most important advocates, the Parents of penguins;
- Seeing sections such as the membership, help, and Club Penguin shop become more streamlined and better presented to our audience. Also worth noting is the feedback received internally that the membership and help sections have now become an ally in providing customer support.

Account Manager

April 2005 – January 2007

Acro Media, Inc.

Kelowna BC

Hired in April 2005 as a design implementer, invited into the role of Account Management after the first 5 months, managing projects with clients from initiation to delivery, development within the team, and meeting deadlines and project goals. Also responsible for managing client relationships and developing client repeat work opportunities.

Demonstrated clear understanding of company procedures and design standards, and applied to projects with high measure of ownership, creativity and foresight.

Managing Partner & Lead Designer

April 2002 – April 2005

Unibyte Online, Inc.

Victoria BC

Established as a contractor providing website design solutions (2002), invited on as managing partner in February 2004. Gained experience formulating business strategy, writing new business proposals, overseeing and managing design department.

Increased revenues of my department by 200% from 2004 to 2005.

Highlights of position include:

- Spearheading Unibyte corporate rebrand: complete design package consisting of new identity, business stationery, and corporate web site
- creating identities for divisions of the company such as AcroVoice.com,
- accepted into the 2004 Juno Awards nominations for the design collateral created for the artist Matthew James
- gaining valuable design & management experience as a business partner in a fast-paced, production oriented environment, being responsible for conducting interviews with employee candidates, putting together business proposals, working as part of a multi-faceted team, and producing creative solutions for our demanding client list

Additional Roles & Responsibilities

Streams Ministries International

February 2005

NH, USA

- Worked within existing brand materials while still heavily upgrading the organizations' internet presence
- Roles: lead designer and project manager

West Coast Spill Supplies

January 2005

Victoria BC

- Designed branding for use on company website, stationery, and vehicles
- Roles: lead designer and project manager

CSI Training & Management

November 2004

Victoria BC

- Synchronizing web site design with existing branding
- Roles: Project manager, art director

Freelance Designer *April 2002 – November 2003*

Self-Employed

Victoria BC

After completing degree in Fine Arts at University of Victoria, worked as contractor for various companies between April 2002 and November 2003. Cultivated experience in ownership and self-motivation, as well as the experience of being a business person. Established outsourcing and contract relationships with various companies, including Unibyte Online Inc., 2na Web Inc., and Royal Roads University.

Bonus Experience

Media Lab Supervisor *September 2000 - April 2002*

Fine Arts Lab

University of Victoria, BC

- Managing 20 station computer lab, with both IBM and Mac workstations
- Assisting students with troubleshooting and project development
- Supported students using software such as Flash, Dreamweaver, Final Cut, ProTools, and Photoshop

Recording Technician *September 2000-April 2002*

School of Music

University of Victoria BC

- Worked with sound editing programs such as ProTools, Sonic, SoundEdit, and MAX
- Helped produce hundreds of live concert recordings
- Created various projects using acquired skills including wedding video, audition video for masters program

Education

Web Applications Development Certificate, CMI Institute of New Media 2003
Graduated with Honours 2003, Awarded "Excellence in New Media Design"

Bachelor of Fine Arts - Music, University of Victoria 2002
Graduated with Distinction 2002

Electronic Art Course, University of Victoria 1999
Proficiency in Photoshop, Dreamweaver, Flash, Director, 3-D modeling and animation

Professional References

Available on request

Contact

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