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I consider myself to be extremely lucky; I love what I do. I call myself a "universal designer" as it's a nice umbrella term for the ui/ux designing, developing and art direction that I bleed daily. I collect fonts, snippets or random code and design books – yes, paperbooks. I am a proud Toronto FC season ticket holder and an avid soccer player. I have recently ran a 4 day, 78.2k Disney marathon and hope to complete another soon. My favorite colour is #1A1B1B. I am a self-taught musician and according to a recent web-poll, I have travelled 8.1% of the world.

Creative Suite

Axure

Sketch

HTML/HTML5

CSS + CSS3

PHP + MySQL

JavaScript + JQuery

Wordpress

Mailchimp

MAMP

After Effects

Maya

Final Cut Pro

Soundtrack Pro

Office

HISTORY

TAG ADVERTISING, Toronto

Art Director, April 2013 - Present

- › Creating and communicating concepts, implementing marketing campaign strategies and developing creative interactive digital solutions for award winning advertising campaigns
- › Responsible for the conceptual development and UX/UI design over all creative execution of all deliverables
- › Develop UX & UI principles and apply best practices to wireframes, storyboards, mock-ups and prototypes
- › Responsible for UX & UI design and deliverables throughout the development of desktop, mobile, native applications and campaigns
- › Manage and/or create user flow-chart, interaction design, prototyping videos and UI icon design
- › Provide rationale for design choices; assure design meets objectives as stated in creative brief
- › Ensure quality and preparation of deliverables for interactive developers, studio, printers or client

Clients include: BMW, MINI, Philips, High Liner Foods, MLSE, Ricoh, Bausch + Lomb, Kraft Canada, Mary Brown's, First Choice Haircutters

RAPPORT COMMUNICATION AND DESIGN, Toronto

Senior Web Developer, May 2010 - April 2013

- › Design and develop custom mobile-first Wordpress Themes
- › Mobile & iPad website design and development
- › Implement web solutions using PHP, JavaScript, jQuery, HTML 5, CSS
- › OOP (Object-oriented programming) flash development
- › Apply best practices for online accessibility, UX/UI designs and search engine optimization (SEO) implementation
- › Actionscript based flash animations and custom IAB banners
- › E-blast newsletter design & development (Mailchimp templates)
- › Problem solving website errors using w3 standards
- › Troubleshoot cross-browser issues using best practices

Clients include: Adobe Canada, Certified Management Accountants (CMA), Ontario Insurance Adjusters Association (OIAA), JCI (Junior Chamber International)

DUNNING GOLF & RALPH DUNNING DESIGN, Toronto

Primary Designer + Web Developer, Sept. 2004 - Oct. 2006

- › Designed all creative projects including websites, apparel, point-of-sale, sales sheets, catalogues and packaging
- › Worked closely with owner/lead designer to develop apparel collections
- › Illustrate and design seasonal apparel sheets, detailed production drawings and textile patterns
- › Manage full production and sampling of off-shore apparel line
- › Collaborate with e-commerce programmers to develop online shop and current website

Clients include: PING Marketing and Sales, ECCO Shoes, Cervélo Bicycles

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EDUCATION

Advanced Multimedia and Design *w/ Honours*
Durham College, Oshawa, 2010

Advanced Graphic Design *w/ Honours*
Durham College, Oshawa, 2004

AWARDS + RECOGNITION

Communicator Award

- › Integrated Campaigns, *Art Director*
BMW: Digital ads, website, video and e-blast - Award of Excellence, 2014
- › Online Video, *Art Director*
Philips: Father's Day - Award of Excellence, 2014
- › Web Marketing, *Art Director*
Philips: Father's Day - Award of Distinction, 2014

Durham Region Chairman's Award

- › Academic Excellence in Multimedia & Design, 2010

Bert Dejeet Memorial Scholarship Award

- › In recognition of the top academic student athlete - 4.59 GPA, 2010

2010 & 2009 All-Academic Durham College Athlete Award

- › In recognition of outstanding commitment and dedication to academics as a varsity athlete, 2010

VOLUNTEER

Darlington Men's Soccer League, Durham, Ontario
League Administrator, *January 2009 - Present*

- › As administrator, I am responsible for all operations of the league and the supporting development of competitive men's soccer in the Durham Region
- › Competition, squad and event management
- › Communication marketing & sponsorship
- › Administration and human resources
- › Financial management