

education:

Post-Graduate Degree in Applied Information Technology

1999-2000 - ITI (Information Technology Institute)

Honours Bachelor of Arts Degree

1992-1997 - University of Toronto, Double Major in Fine Arts and Sociology

multimedia experience:

Adobe Creative Suite and other design tools	Photoshop, Illustrator, ImageReady, InDesign, QuarkXpress
Macromedia	Flash, Dreamweaver, Fireworks, Freehand, HomeSite
Publishing	Multiple FTP clients (experience publishing on UNIX platform)
Programming/Database	Advanced HTML, CSS, JavaScript, DHTML, CVS/jCVS, HomeSite, MS Access, MS FrontPage, MS Office, JSP, Struts
Technical Concepts	Technical Leadership, Project Management, Customer Support, Technical Training, Full Lifecycle Development, Site Deployment, Technical Documentation, Requirements Definition, Problem/Change Management

work experience:

Web Developer

Points.com, Toronto, Ontario (August 2005 – Present)

- Drive content and features to grow transactional activity and increase product revenue
- Define application process flow and functional specifications
- Initiate design process by creating web site wireframes for design walkthroughs
- Liaise with marketing department to ensure all new and ongoing programs and events are executed in a timely fashion
- Coordinate implementation of new content by working across the entire production team on a daily basis and working specifically with other web developers, graphic designers and quality assurance analysts.

Member Education - Web Designer

AOL Canada, Toronto, Ontario (January 2004 – August 2005)

- Lead the design component of all online Member Education efforts.
- Assemble a library of online creative, education packages and photography for use across the organization.
- Develop and execute retention efforts across the AOL business units
- Responsible for developing and implementing AOL's member retention plans as they relate to Member Education, Member Upgrade and Retention specific programs.
- Design and Build relevant Member Education packages in both an online and offline environment (including micro-sites, flash tutorials, online promotion ads, direct marketing and branding) to deliver information to Members in a consumer friendly manner that is consistent with the brand character, look and feel.
- Assists in the strategy, and own the execution of tactics, that positively impact retention and member satisfaction.

- Work with Senior Manager to identify, develop, and implement retention-focused marketing plans through to the executional level.
- Optimize retention efforts based on analysis of results to develop Member Education best practices and modify future programs to continually improve results.
- Work with multi-functional departments to maximize retention efforts across all parts of the organization. Efforts include building member awareness and usage of key products/features.

Site Content Manager

Careersite, Ann Arbor, Michigan (August 2000 – January 2004)

- Managed a five-person team in the design, deployment, maintenance, and support of corporate and affiliate web sites using CareerSite's proprietary content management software, HTML, JavaScript, CSS, and JSP.
- Worked with approximately 250 clients to integrate CareerSite products and solutions into their web sites
- Represented web development team in Operations Committee – the leadership team tasked to prioritize business needs and determine future goals
- Maintained content version control using jCVS and CVS
- Authored training documentation for customers and employees
- Responsible for information architecture and user interface design of sites, including navigational rules, organization of information, site maps, and
- Serve as a liaison between the client, software development, and customer service with the affiliate relations manager during all stages of design
- Designing, debugging and maintaining with Browser compatibility and limitations in mind
- Quality Assurance Testing
- Solely responsible for releasing content changes onto test and production servers
- Projects include: working with the Houston Chronicle and Danilo Black, Advance Newspaper Group, and Power One Media
- Managerial Responsibilities include: recruitment, development, training, performance reviews, budgeting, and monthly billing reports.

Freelance Graphic Designer

michicamedia, Ann Arbor, Michigan (January 2002 – Present)

- eepulse Inc. (2002 – contract) - Designed Macromedia Flash introduction
- eepulse Inc. (2002 – present) - Created Microsoft PowerPoint presentations for a demo of their product. Created illustrations and processed photo images and illustrations in Adobe Photoshop.
- Rembrandt Communications (2002 – contract) - Developed branding and marketing materials including logos, business cards, and created company's website
- ACH Systems (2002 – contract) – Created logo and business cards
- Vistron (2003 – contract) - Developing splash intro page in Macromedia Flash for kiosk
- Stone-Cottage (2003 – contract) - Developing website, including working on company logo and adding e-commerce functionality to online presence
- Be on the Box (2003 – contract) – Provided consultant work for Macromedia Flash projects and web design projects
- Complete Rehabilitation Centre (2004 – Present) – Created logo, business cards and promotional flyers
- project ChildCare foundation (2005 – Present) – Design Consultant - Created logo, branding, business cards and Web site design

References:

Available upon request