

EXPERIENCE

SENIOR INTERACTIVE DESIGNER 2011 - Present Corus Entertainment, Toronto, ON

- Responsible for designing the user interface and user experience of various company properties, including:
 - BEYBLADE - <http://www.beyblade.com>
 - WMTV Interactive - <http://www.wmtvinteractive.com>
 - Nelvana - <http://www.nelvana.com>
 - YTV Mobile - <http://m.ytv.com>
- Conceptualize and design exciting interfaces and layouts for children's interactive video games.

SENIOR DESIGNER 2005 - 2011 The Weather Network, Oakville, ON

- Lead designer and front-end developer of the following projects:
 - Complete redesign of www.theweathernetwork.com and www.meteo.com (IA, UI, UX)
 - Mobile Apps (iPhone & Blackberry)
 - WeatherEye Mac (Application & Dashboard Widget)
- Developed UI deliverables such as wireframes, flowcharts, layout mockups, HTML prototypes, and interface design specifications.
- Assisted with usability testing and revise UI as required.
- Developed & maintained the company's UI best practices, procedures, and web style guide documents.
- Collaborated with Web Sales and Marketing to provide revenue generating strategies.
- Assisted in the hiring process of new designers.
- Mentored other designers by providing advice and assistance, as well as best practices guidance.

LEAD NEW MEDIA DESIGNER 2001 - 2005 eyeReturn Marketing, Toronto, ON

- Led and managed the design and development life-cycle for clients' promotional campaigns, such as interactive contests and microsites, Flash games, e-newsletters, and rich media ads.

Clients: Air Miles, Bell Canada, Ford Canada, General Mills Canada, Sympatico/MSN, HBC, Rogers, Sanyo Canada, Wrigley Canada

FREELANCE DESIGNER 1999 - Present

- Provide clients with successful and engaging design solutions, such as websites, microsites, rich media ads, media kits, brand identities, and mobile applications.

Clients: FujiFilm Canada, GM Canada, CarQuest Canada

SUMMARY

Self-motivated and goal-oriented creative professional with over twelve years experience designing and developing in the web, desktop, and mobile environments.

Expertise

- Strong design and front-end development skills with emphasis in web, desktop, and mobile.
- Solid knowledge of human-computer interaction (HCI), navigation, and usability for UI design.
- Exceptional communication, interpersonal, and time-management skills.
- W3C standards compliant web design (including cross browser compatibility)
- Flash application and game development
- Rich media advertisements as per IAB standards
- Graphic design (media kits, business cards, logos, etc.)

SKILLS

DESIGN APPLICATIONS

Photoshop, Flash, Illustrator, Dreamweaver, Fireworks, InDesign, Acrobat, Quark Xpress

DEVELOPMENT

HTML 4 & 5, XHTML, CSS, XML, Javascript, jQuery, Actionscript, Objective-C, PHP, ASP, SQL, VB, Java, C++

OPERATING SYSTEMS

Mac OS X, Microsoft Windows, iOS

OTHER

Axure RP, Visio, TechSmith Morae, Apple Xcode, Apple Dashcode, Omniture SiteCatalyst, Subversion, Microsoft Silverlight, Microsoft Project, Microsoft Visual Studio, Microsoft Office

EDUCATION

SHERIDAN COLLEGE 1998-2001 Computer Science Technology (Co-operative Education Program)

Successfully obtained a three-year diploma majoring in Computer Science Technology.

SELECTED PORTFOLIO

BEYBLADE WEBSITE

<http://www.beyblade.com>

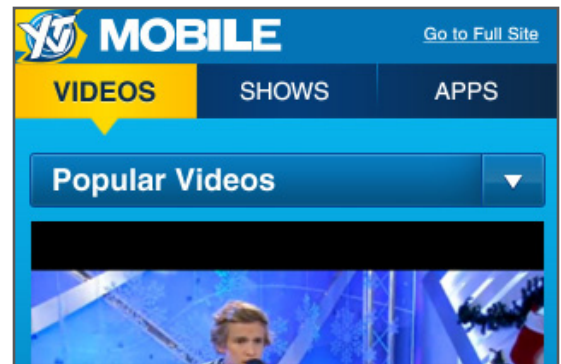
- Official website of the popular international children's television show.
- Conceptualized and designed the website's look and feel.
- Designed wireframes, user flows, and mockups to ensure a successful and positive user experience.
- Translated the business and marketing requirements into a functionally structured and engaging website.



YTV MOBILE SITE

<http://m.ytv.com>

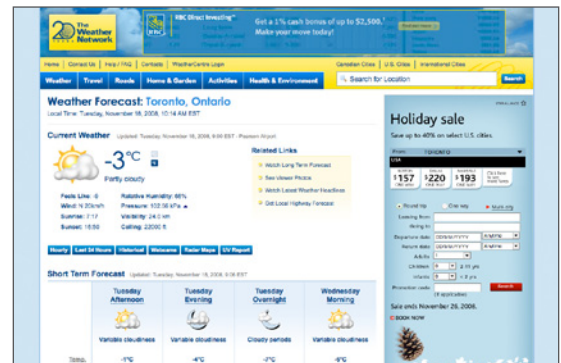
- Designed the mobile version of the popular kids' TV site, YTV.com.
- Fully optimized for the iOS, Blackberry, and Android mobile platforms.
- Developed UI deliverables such as wireframes, user flows, layout mockups, and prototypes.
- Frequently assisted in Quality Assurance testing sessions across multiple mobile platforms.



THE WEATHER NETWORK WEBSITE

<http://www.theweathernetwork.com>

- Monthly traffic of 128 million pages (6+ million monthly unique users).
- Project, design and front-end development lead
- Implemented a new XHTML/CSS based framework.
- Assisted in usability testing and focus group sessions.
- Authored a brand and website style guide.
- Fully optimized the site for SEO and SEM purposes.



WEATHEREYE MAC APPLICATION

http://www.theweathernetwork.com/weatherapps/weathereye_mac

- Designed the application's user interface.
- Delivered wireframes, mockups, and application prototypes during the preliminary design phases.
- Developed the application's front-end and functional structure using an HTML5 and CSS3 framework.
- Assisted in usability testing and focus group surveys.
- Collaborated with Product and Project Management, Marketing, Ad Operations, and Tech Development during design stages.

