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Front-End Developer

Creative, self-motivated and detail-oriented **Front-End Developer** with 10+ years of experience delivering compelling multi-media services across **front-end development, UI design, web and mobile application development.**

Experienced in end-to-end project management from web site concept design to ongoing maintenance, with impressive results in building out high-quality, fully responsive, device agnostic web sites and mobile applications.

Brings attention-to-detail along with a talent for troubleshooting and problem resolution in a variety of media reinforced by 10+ years' experience in video editing and computer animation. Possesses experience in oversight of technical personnel and subcontractors, along with talent in balancing multiple projects without conceding quality.

AREAS OF EXPERTISE

- **Front-End Development**
- **UI Development**
- **Web Content Accessibility Guidelines (WCAG)**
- **Mobile Application Development (Hybrid)**
- **Search Engine Optimization - SEO**
- **Motion Graphics and 3D Animation**
- **Video Production (Editing & Compositing)**
- **End-to-End Project Management**

PROFESSIONAL EXPERIENCE

SENIOR DIGITAL ENGINEER (FRONT-END)

inVentiv Health (GSW), Toronto

June 2013 - Present

inVentiv Health is a provider of clinical, commercial and consulting services to healthcare, pharmaceutical and biotech industry and is Canada's largest healthcare marketing agency.

PROJECT HIGHLIGHTS:

- Responsible for development and maintenance of many **responsive web sites** for some of the biggest brands in pharmaceutical industry such as Kimberly Clark, Pfizer, Amgen, Janssen, Takeda, Eli Lilly and Merck.
- Performed accessibility audits for a broad array of US and Canadian clients making sure they conform to **Web Content Accessibility Guidelines (WCAG 2.0 AA)** and provided remediation recommendations.
- Performing **keyword research**, monitoring and evaluating **web analytics** dashboards and reports in order to develop and recommend **SEO strategies**.
- Developed numerous web, mobile, and responsive interfaces to pixel-perfect precision from PSD layouts while maintaining **cross-browser compatibility** and device agnostic approach.
- Development of hybrid mobile applications (IOS and Android) using HTML, CSS, JS and Adobe PhoneGap.
- IVAs (Interactive Visual Aids / Electronic Sales Aids) for Veeva iRep, iQ Mercury, Showpad and Adobe platforms.
- Created "Animation Library" – a jQuery/CSS3 library that reduced production time of IVAs in half. This library is in use across many inVentiv agencies in North America.

WEB DEVELOPER & UI DESIGNER (CONTRACT)**NAS - Nationwide Appraisal Services, Toronto****April 2012 – June 2013**

Nationwide Appraisal Services is Canada's premier appraisal management company and the most comprehensive source for real estate valuations.

PROJECT HIGHLIGHTS:

- Converting NAS previous site to valid, **standard-compliant HTML** while maintaining **cross-browser compatibility**.
- Designed and implemented web pages for various national corporate clients including some of the leading financial institutions such as Royal Bank of Canada, Scotiabank and BMO.
- In a highly deadline-driven setting, collaborated with team of developers in creating an intuitive **user interface (UI)** for NAS **mobile apps** (iPhone and Android) enabling financial institutions and appraisal firms to do appraisals and have reports available on their smart phones and tablets.
- Reduced costs and made training information immediately available through creation of NAS E-learning YouTube Video Channel. Produced 100+ technical **training videos** and **animations**, making the training process of domestic and International clients more effective.

LEAD WEB DEVELOPER & DESIGNER**On the Edge Productions, Toronto****1999 - April 2012**

Launched this independent multimedia services agency and evolved the enterprise from its origins in web design to provide clients with web design and development, iPhone applications, corporate video production and print media publishing in response to rapid market growth in Internet-driven business, while playing a lead role in projects serving the wedding, sports and home improvement industries.

PROJECT HIGHLIGHTS:

- Responsible for creation and maintenance of many web sites for a wide variety of clients using standard-compliant **HTML, CSS** and **JavaScript** and utilizing **Adobe Creative Suite** (Photoshop, Illustrator, Flash).
- Performed the full spectrum of web-related tasks, including **rapid prototyping**, design and layout, graphics creation and optimization, **rich-media ads/banners** design, **cross browser testing**, **hosting** and ongoing updates.
- Conducting user research to establish user needs using techniques such as interviews, search log analysis and monitoring web analytics to identify areas of weakness or potential improvement.
- Marketed websites through organic search engine optimization (**SEO**) and link building, gaining first page ranking on Google for many highly-competitive, high-traffic, targeted keyword phrases.
- Solely responsible for development of iBride **web application** based on **HTML5, CSS3** and **JavaScript**. Client-heavy architecture incorporates asynchronous JavaScript XML transfers (**AJAX**) and relies on **SQLite** database for local storage. The app received Apple's prestigious "Staff Pick" designation.
- Using **PhoneGap**, created iBride Wedding Planner - hybrid **iPhone application**, available on Apple's App Store today.
- Authored, printed and published a "Pocket Golf Guide" in English and French versions, selling over 20K copies through the nationally-scaled Golf Town retail chain, leading the full business development network.
- Developed "Pocket Golf Guide" - hybrid iPhone App. This application is available on Apple's App Store and it has received many good reviews.
- While taking on new challenges associated with a start-up company, continued to animate interactive content, **produce video, motion graphics**, trained and mentored video production personnel including videographers, script writers, and voice-over talents in support of corporate video and **online streaming** content production.
- Tapped into the growth in popularity of online streaming content by **producing** and **compressing** corporate videos for **streaming** on client websites, developing over 200 videos for clients across diverse industries.

SENIOR VIDEO EDITOR & CG ARTIST**EMC - Entertainment Media Corporation, Toronto****1996-1999**

*Brought on board with this television entertainment production house to leverage technical skills in **video editing** and **post-production** on two weekly TV shows including "KONTAKT," a Ukrainian community show broadcast on CFTO and "After Midnight," a show featuring night clubs, bars, restaurants and other Toronto-area nightlife venues.*

TECHNICAL SKILLS

Web Development

Graphic & Web Design

Video Editing

3D Animation

HTML5 · CSS3 · JavaScript/AJAX/DOM · jQuery · PhoneGap

Adobe Creative Suite (Photoshop · Illustrator · InDesign)

Adobe Premiere · Adobe After Effects · Avid Media Composer

Autodesk 3D Studio MAX

EDUCATION & TRAINING

SENECA COLLEGE, TORONTO, ON**DIPLOMA - Computer Networking & Technical Support**

***CORE CONCEPTS:** Business Communications · Internet Systems Analysis & Design · Data Communications · Hardware/Software Skills · Linux/UNIX and Microsoft Windows Server administration · Web Server Installation, Maintenance and Security*

TECHNICAL SCHOOL JAROSLAV CERNI, SARAJEVO, BOSNIA-HERZEGOVINA**DIPLOMA - Expert in Electronics & Mechanics**

***CORE CONCEPTS:** Impulse & Digital Technique · Electronic Devices · Electrical Measurements & Practical Training*