DEJAN LUKAC

Phone: 647.284.1770
Email: info@DejanLukac.com
Portfolio: www.DejanLukac.com
LinkedIn: ca.linkedin.com/in/dejanlukac

Web Designer · Front-End Developer · Multimedia Specialist

C reative, self-motivated and detail-oriented **Web Designer / Front-End Web Developer / Multimedia Specialist** with 10+ years of experience delivering compelling multi-media services across **web and UI design, print-media publishing, front-end development, mobile application development, rich-media ads, motion graphics and corporate and broadcast video production**.

Experienced in end-to-end project management from web site concept design to ongoing maintenance, with impressive results in building out high-quality, industry-leading web sites, directories 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

- **Web / Graphic Design**
- **UI (User Interface) Design**
- **Front-End Web Development**
- **Mobile Application Development (Hybrid)**
- **Graphic & Creative Concepts**

- **3D Animation / Motion Graphics**
- **Video Production (Editing & Compositing)**
- **Video Encoding & Streaming**
- **Search Engine Optimization - SEO**
- **End-to-End Project Management**

PROFESSIONAL EXPERIENCE

WEB DESIGNER & MULTIMEDIA SPECIALIST (CONTRACT)

NAS - Nationwide Appraisal Services, Toronto   **April 2012 - Present**

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, TD, Scotiabank and BMO.
- Worked closely with developers to ensure NAS websites functionality meets with business requirements. Performed **testing and troubleshooting** of various NAS' web properties in **multi OS and cross-browser environments**.
- 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. Provided expert knowledge in **user experience design** while producing **wireframes**, **user scenarios** and **workflow diagrams**.
- Reduced costs and made training information immediately available through creation of NAS E-learning Video Channel. Produced 100+ technical **training videos** and **animations**, making the training process of domestic and International clients more effective.

CONTINUED ...

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

Launched this independent multimedia services firm 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, Dreamweaver, 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.
- Created an operational web directory "iBride.me" featuring 150+ wedding industry clients to allow brides to source wedding-related articles, tips and advice and search a directory of services in various Canadian cities.
- Served as webmaster for Canada's Bridal Show, the largest wedding industry tradeshow in Canada. Interfaced with the management to discuss website elements for approval, while sourcing and securing substantial referral business in the wedding industry.
- Solely responsible for development of iBride **web application** for iPhone 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 - native **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.
- Harnessing advanced capabilities of Adobe Photoshop, Dreamweaver and PhoneGap, developed "Pocket Golf Guide" 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.*

ADDITIONAL EXPERIENCE INCLUDE:
- Graphic Designer (1995) Mirna Design, Makarska, Croatia
- Sound Technician (1993-1995) Vrboshna Radio Station, Sarajevo, Bosnia-Herzegovina
- Video Editor & CG (1990-1992) Good Vibrations Radio-Television Network, Sarajevo, Bosnia-Herzegovina.

TECHNICAL SKILLS

Graphic & Web Design	**Adobe Creative Suite (Photoshop · Illustrator · Dreamweaver · Flash)**
Web Development	**HTML/HTML5 · CSS/CSS3 · JavaScript/AJAX/DOM · jQuery · PhoneGap**
Video Editing	**Adobe Premiere · Adobe After Effects · Avid Media Composer**
DVD Authoring	**Adobe Encore**
3D Animation	**Autodesk 3D Studio MAX**

EDUCATION & TRAINING

SENECA COLLEGE, TORONTO, ON (2004)
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 (1989)
DIPLOMA - Expert in Electronics & Mechanics

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

HONORS & AWARDS

APPLE 'S "STAFF PICK" (2009)
iBride WEDDING PLANNER - an iPhone Web Application

WEB OFFSET ASSOCIATION (WOA) (2009)
Annual Print Awards for Excellence in Web Offset Printing
2nd Place, Directories, Soft-cover Books, Hard-cover Books