

Professional Profile

- Over 5 years web development experience with an emphasis on enhancing user experience
- Strength in PHP, MySQL, HTML, CSS, Javascript, QuarkXPress, Adobe Photoshop, Acrobat, InDesign, Illustrator, Flash, Dreamweaver, Zen-cart
- Experienced in all phases of web site development, from concept through design, development and implementation.

Professional Experience

EBOOKSBRIDGE.COM
Web site Developer

SEPT 2008 - PRESENT
part-time contract

Created core eBook product, developed and implemented an online store front complete with shopping cart and purchasing functionality.

Technical Environment: Mac OS X, Windows XP, PHP, MySQL, QuarkXPress, InDesign, Photoshop, Acrobat, HTML, CSS, Javascript, Dreamweaver, Illustrator, Zen-cart, Paypal

- Implemented all phases of development of the online store front, from initial concept through development, installation, testing and activation
- Managed development of core eBook products
- Created standard procedures for generating eBooks and other downloadable product
- Provided market research and made recommendations on choice of eBook formats
- Designed web site for store front and implemented design concepts
- Programmed modifications to create a fully customized installation of Zen-cart
- Integrated a payment solution with the online store to create a complete shopping experience
- Converted legacy files to a readable format to breathe new life into out-of-print titles
- Maintained all corporate websites
- Implemented marketing plan to promote web site and increase sales (ongoing)

Who Are They?

eBooksBridge is a division of Master Point Press, North America's bridge publisher. They plan to convert all 100+ titles of MPP into an electronic eBook edition, available for immediate purchase and download through an online store front.

MASTER POINT PRESS
Desktop Publisher

APRIL 1999 - APRIL 2006
full-time

Enhanced core products by creating visually pleasing layouts and an interactive software package. Maintained corporate web sites.

Technical Environment: Mac, Windows, HTML, Photoshop, CSS, Javascript, Visual Basic, QuarkXPress, Bridge Base software

- Enhanced the user experience by defining a friendly interaction to maximize the impact of the electronic instructional text
- Designed, developed and maintained the corporate web sites
- Designed graphics and colour schemes for corporate products and advertisements
- Made recommendations regarding layout, formatting, colour, etc. to print designs & layouts
- Converted three manuscripts to an interactive electronic CD-ROM format
- Programmed a set of tools to automate the conversion of text to a specialized markup language for Bridge Base software

Who Are They?

Master Point Press is a publishing company established in 1994. While primarily interested in books on contract bridge, MPP also publishes books on other games and intellectual pursuits.

PROCURON INC
Webmaster / Web Developer

AUG 2000 - JULY 2002
full-time

Designed, developed and maintained all corporate websites including external websites, internal corporate intranet and company storefront

Technical Environment: Windows 2000, HTML, CSS, Javascript, JSP, Illustrator, Photoshop, Flash, XML, Java

- Recommended implementation based on technical feasibility and how to maximize the end user experience
- Gathered business requirements from sales and marketing and created graphical user interfaces and prototypes for proof of concept
- Worked with sales, marketing, operations, technology, procurement and customer care teams to accommodate their Web/Intranet needs
- Loaded and deployed content developed by web content manager and media created by design firms
- Suggested and developed new content and approaches and advised on design considerations
- Responded to webmaster email in a timely and professional manner
- Analyzed and recommended solutions to seamlessly integrate new suppliers and their websites on the Procuron marketplace

Who Are They?

Procuron Inc. was a B2B exchange designed to allow Canadian businesses the opportunity to save on purchase of goods and services by combining purchasing power of its shareholders -- Bell Canada, CIBC, Scotiabank, Mouvement des caisses Desjardins and BCE Emergis.

Other Related Experience

BRIDGE MAGAZINE
Desktop Publisher

SEPT. 2005 - APRIL 2006
Part-time contract

Designed a monthly 52-page 4-colour magazine layout.

Technical Environment: Mac OS X, QuarkXPress, Photoshop, Extensis Suitcase, Adobe Acrobat, Toast, FTP, Mail

- Standardized templates and designs for magazine columns
- Selected articles to be included in each issue of the magazine based on space requirements
- Communicated effectively with authors, editors and proof-readers to ensure submission deadlines were met
- Created colour advertisements for magazine sponsors
- Worked well under pressure and ensured quick turnaround to meet print deadlines
- Prepared high-resolution PDF proofs and uploaded files remotely to printer

Who Are They?

BRIDGE magazine is a monthly publication published by Chess & Bridge Ltd. in London, UK. The magazine was established in 1926 and is the longest continuous running Bridge magazine in the world.

Education

UNIVERSITY OF WATERLOO
Bachelor of Mathematics & Computer Science (Honours Co-op)

SEPT 1994 - APRIL 1999

- Bachelor of Mathematics in Combinatorics & Optimization with a minor in Computer Science

MINDCHARGER TECHNOLOGIES
Object Oriented Java Programming

JAN 2001