

CHRISTOPHER JAMES

Ottawa, ON

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Profile

Experienced and professional Designer and coder with seven years of education in the field of Marketing and Graphic Design. I love to create and I am passionate about creative design and creating fun experiences on the web for individuals. I am looking for a career that will provide me with the opportunity to expand and refine my skills and allow me to enjoy creating. I enjoy a challenging and fun work environment where one can achieve both as a team and individually.

Education Credentials

Algonquin College
Interactive Multimedia Design

Ottawa, Ontario
April 2016

Carleton University
Bachelors of Commerce
Double Concentrations Marketing and
Management of People and Organizations

Ottawa, Ontario
April 2013

Summary of Key Skills

Communication Skills

- Highly organized and proficient in working as a team.
- Able to work well under pressure, works well with minimal supervision.
- Ability to multitask and manage multiple conflicting priorities and meet deadlines.

Graphic/ Web Design Skills

- Proficient in Javascript, PHP, CSS, jQuery, and HTML5 coding languages
- Highly skilled and experienced in Adobe Photoshop, Illustrator and InDesign programs for graphic design.
- Extensive experience with After Effects for animation and motion graphics.
- Skilled in Adobe Dreamweaver, Brackets, Visual Studios for writing code.
- Used Premiere for video editing and composition.
- Experience using Mac Operating Systems

Social Media and Marketing Skills

- Managed 39 dealership's location information through Google MyBusiness.
- Used Buffer, Hootsuite, and Spreadfast (Khoros) to manage social media accounts, Facebook, LinkedIn, Twitter and Instagram.
- Extensive experience using design and layout tools to create marketing and communications campaigns for print, multimedia and internet.
- Created, implemented and managed social media campaigns which are related to clients and staff in a two-sided marketplace.

Work Experience

Digital Marketing Specialist

July 2018- Present

Nortrax

Ottawa, Ontario

- Responsible for the creation, and management of Nortrax's social media presence across major social media platforms (Facebook, Instagram, Twitter, Linked In).
- Responsible for maintaining all 39 dealership's location information as well as responding to customer reviews and complaints through Google MyBusiness.
- Designing, coding and publishing pages for Nortrax's website, through a third-party CMS, that related to current marketing efforts and deals being executed in Nortrax's three market regions (Ontario & Newfoundland, Quebec, Northeast US).
- Updating the Nortrax's website content on a frequent and needed basis.
- Responsible for the monthly upkeep of Nortrax's email subscriber list in all three market regions.
- Responsible for the design and sending of the monthly emails sent to each of the three market regions, through the email sending service Salesforce. These emails consist of special promotions and company deals that are sent to our customer subscribers list.
- Created and designed the company's new website and worked closely with the company hired to develop the site to ensure company design standards as well as requested features were met and implemented.
- Responsible for designing all the creatives for the monthly and quarterly deals, events, and promotions of the company for all three regions.
- Assist HR in the creation and posting of job opportunities within the company across Nortrax's Social Media.

UX/UI Development Team Lead

March 2016- July 2018

Hyre

Ottawa, Ontario

- Front end development of the site in both UX/UI and coding capacity.
- Designing and creating two user interfaces for a two-sided market place for both event organizers and event staff
- Created one user interface for event organizers to easily create their events, determine staffing requirements, and facilitate payment.
- Created one user interface for event staff to select shifts, update their profiles, and set up preferences for work.
- Created, implemented and managed a social media campaign through Buffer and Hootsuite utilizing popular social media platforms such as Facebook, Instagram and Twitter.
- Developed a transitional website to get support a large rebranding of the company, using Brackets and Dreamweaver.
- Creates graphics through Illustrator and Photoshop.

- Drafted communications plans, marketing plans, business plans and reports using MS Word and created presentations using MS PowerPoint.
- Formulating sprints and coordinating with the Lead Developer on accomplishing tasks and goals for the site's development
- Coordinating efforts among developers to ensure that tasks are completed fully and on time.
- Conducting weekly meeting with developers to discuss the goals of each week, and problems that have arise and any areas in which they may be blocked.
- Responsible for testing and ensuring that developed features are bug free, complete and meet the required standards needed to be functional
- Developing and designing solutions for features and layouts of the company's site as well conducting user tests to gain feedback on designs
- Conducting A/B tests of various layout and design aspects of the site through Google Analytics to pinpoint the most optimized design that fulfills the required goal of the feature.
- Had the opportunity to participate in the Tech Stars Start-Up Accelerator program in Berlin, Germany.

Freelance Web Developer

April 2015- present

Self- Employed

Ottawa, Ontario

- Clients include: Pheonix Paramedical Micropigmentation, Bill Mclaughlin Porfolio Website
- Utilized HTML, CSS, jQuery and Bootstrap to create fully functional and responsive websites across multiple browsers and devices. Required cooperation with clients to create sites based on their needs and design wants.
- Created graphics using Adobe Illustrator, and Photoshop.
- Wrote code using Brackets.
- Used MS Office Word to draft written content for approval from clients.

Research Assistant / Jr. Graphic Designer

January 2015- March 2016

Applied Research and Innovation, Algonquin College

Ottawa, Ontario

- Worked on projects for Boardspace and 3D Workflow
- Responsible for helping to develop web applications in both coding and design.
- Required continuous contact with the client and other developers to ensure project cohesion.
- Worked on both user experience and user interface design to ensure the product would be viable for users as well as fit all current and standard web practices.
- Created presentations using MS PowerPoint and Adobe Illustrator.

PROFESSIONAL DEVELOPMENT

Tech Stars Start Up Accelerator

September 2016- December 2016

Berlin, Germany

- Gained valuable social media experience to assist Hyre in creating social media strategies.
- Learned strategies on timing posts, marketing tips, engaging users, and creating an overall structured plan.
- Learned the importance of social media community involvement, for example replying to messages, retweeting, and gaining and maintaining the brand's social media presence.
- Was supported and trained on new UX/ UI design strategies, and the Gestalt Principles and typical user behaviour and engagement.

ACCOLADES

Applied research and Innovation Day 13.1

- First Place Winner - 3D Workflow
- First place win mentioned in Ottawa Business Journal

Applied research and Innovation Day 13.0

- First Place Winner (Best Standalone Project Award) Boardspace

References, transcripts and portfolio are available upon request.