

## PROFILE

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Accomplished designer with proven success in crafting intuitive user experiences with an emphasis on simple and effective communication. I focus on understanding the technologies influencing user design today with the desire to create the interactivity of tomorrow.

## SKILLS

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### User Interface (UI)

Wireframing, usability, prototyping, accessibility, implementation

### User Experience (UX)

Digital strategy, art direction, site maps

### Creative

Websites, graphics, illustration, typography, identity/logo

### Apps

Responsive design, frameworks/libraries (React, Bootstrap)

### Development

Coding (HTML, CSS, XML, JS), Git, Microsoft D365/Devops, Shopify

### 3D

SolidWorks, 3D printing, model making

## WORK EXPERIENCE

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### FREELANCE

2017 – Present

Providing digital and creative services focusing on design direction and development.

- Fluent in current industry software and trends.
- Familiarity with design agency processes and system development cycles.
- Collaborations with Porsche Canada and Henry's Camera Store.
- Enjoy working in multi-functional teams (Marketing, IT, Management).
- Ability to assess risk, scope, and propose improvements.
- Self-motivated. Proficient at working independently and adapting quickly to operating protocol.
- EU citizen

### FRONT-END WEB DEVELOPER

2013 – 2017

Subaru Canada (Mississauga)

Involved in defining, developing, and extending the front-end architecture of web solutions and applications. Primary contributions include concept development, visual problem solving, and enhancements.

- Ability to articulate ideas effectively in writing and as a presenter.
- Experience working on large, complex systems that integrate database components (AS/400, SharePoint, web portals, CRM systems, Visual Studio).
- Able to balance creativity with good analytical skills.
- Subaru's Dealer Communications System (applications, intranet, tools) outranked (12.2) both the import average (6.9) and industry average (7.8) as surveyed by the Canadian Automotive Dealer Association (2015).

**MANAGER, WEB DESIGN & DEVELOPMENT****2008 – 2011****Dynamic Funds/DundeeWealth (Toronto)**

Oversaw the design & development unit of the e-Marketing team. Responsible for web properties, newsletters, email blasts, promotional campaigns, and tools.

- A broad understanding of online marketing and branding principles.
- Up to 5 direct reports.
- Strong decision making skills and issue resolution.
- Proven task prioritization and project management on several simultaneous projects. Able to meet regular and strict deadlines.
- Experience with content management systems (RedDot, Sitecore, custom).

**WEB DESIGNER****1997 – 2008****Onroad Communications (Toronto)**

Responsibilities included interface layout, content creation, corporate identity & logo development, as well as contributing to the daily development of in-house properties.

- Created over 75 distinct websites specializing in cross-platform compatibility and ease of use.
- Projects included print brochures, email marketing, banner ads, standalone applications, and full-service internet solutions.
- In-depth knowledge of core web standard and technologies.

**ACADEMICS**

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**Art Gallery of Ontario (Toronto)****2010**

Oil painting techniques

**Web Builder (Las Vegas)****2008**

Web Conference

**Toronto School of Art (Toronto)****2002 – 2004**

Courses in traditional fine art

**Seneca College (Toronto)****1995 – 1997**

Computer Graphics Technical Diploma

**PORTFOLIO**

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