



PROFILE

Accomplished designer with proven success in crafting meaningful 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. I maintain an artistic inclination with an attitude towards knowing.

SKILLS

Creative

Websites, graphics, illustration, typography, identity/logo

User Interface

Wireframing, usability, prototyping, implementation

Coding

HTML/HTML5, CSS/LESS, XML, JavaScript/jQuery

Mobile

Smartphone, tablet, responsive design, apps, frameworks

3D

SolidWorks, 3D printing, model making

Digital Strategy

Planning, art direction, site maps, social media, SEO

WORK EXPERIENCE

FREELANCE/CONTRACT

2017 – Present

Providing digital and creative services focusing on design, development, and realizing objectives to completion.

- Fluent in current industry software and trends.
- Familiarity with design agency processes and system development cycles.
- Enjoy collaborating with others in a multi-functional team (Marketing, IT, internal stakeholders).
- Ability to assess risk, scope, and propose improvements.
- Self-motivated. Ability to work well independently and adapt quickly to operating protocol.

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, usability, visual problem solving, and enhancements.

- Ability to articulate ideas effectively in writing and as a presenter.
- Subaru's Dealer Communications System (internal 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 in 2015.
- Experience working on large, complex sites that integrate database components (AS/400, SharePoint, web portals, CRM systems, Visual Studio).
- Able to balance creativity with good analytical skills while staying focused on results.
- Apt at nimble solutions and the initiative to champion them all the way through development.





MANAGER, WEB DESIGN & DEVELOPMENT
Dynamic Funds/DundeeWealth (Toronto)

2008 – 2011

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

- 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
Onroad Communications (Toronto)

1997 - 2008

Responsibilities included design direction, 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, ease of use, and accessibility.
- 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

Art Gallery of Ontario (Toronto)
Oil painting techniques

2010

Web Builder (Las Vegas)
Web Conference

2008

Toronto School of Art (Toronto)
Courses in traditional fine art

2002 – 2004

Seneca College (Toronto)
Computer Graphics Technical Diploma

1995 – 1997

PORTFOLIO

Visit robpaperscissors.com to view work samples and personal projects.

