**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**

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| **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**

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| **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.

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| **FRONT-END WEB DEVELOPER****Subaru Canada** (Mississauga) | **2013 – 2017** |

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.

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| **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).

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| **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**

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| **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.