

JANE MORRISON (B.A.)

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CAREER PROFILE

Professional Web Developer with eight years of experience in Graphic design and project management with proven record of success. Reputation for assessing and evaluating client's expectations and providing innovation solutions in line with those requirements to ensure business objectives are consistently met. Seeking a front end web developer position within a challenging environment to apply skills in critical thinking, executive communications, website / graphic design, and network processing.

AREAS OF EXPERTISE

- Front End Web Development
- Website Design / wireframing
- Strategic Analysis / Planning
- Graphic design and application
- Logo & Icon Development
- Print production
- Brand Awareness
- Cross-Functional Skills
- Project Management
- Customer Service & Support

PROFESSIONAL EXPERIENCE

JANEY M WEB AND DESIGN SOLUTIONS VANCOUVER, BC. 2013 - PRESENT

<https://www.janeym.ca>

- Responsible for site design and functionality including wire framing, Project proposal, costing, developing site content and graphics in collaboration within a team and /or directly with clients
- Sourcing of Images, Photoshop editing and/or manipulated for best effect.
- Logos, icons, banners designed to maintain originality through adobe products in particular illustrator and Photoshop using the creative cloud platform
- Ensured seamless site navigation for desktop and mobile versions.
- SEO -Search Engine Optimization utilized for optimum traffic funneling capabilities.
- Prepared site by installing and configuring server software, installed programming language using authoring and formatting tools.
- Regularly upgraded site by updating content, monitored performance and results, identified and evaluated improvement options, introduced new technology, and maintained links.
- Dynamic content added through JavaScript widgets. Blog installation and social media integration. Online editing introduced to clients if required.
- Ensure correct company branding for both web and print production
- Consistently advanced knowledge by participating in educational opportunities and associations; reading professional publications (presently social media); maintaining personal networks; online education including adobe connect webinars.
- **Recent Website examples:** bearstoystore.ca, carolineliggett.ca, janeym.ca (Muse)

MAC ADVERTISING 1997 - 2005

An integrated Graphic Design and Advertising Agency that worked with a wide range of clients, including Siemens and SA Breweries, managing campaigns requiring origination, design, print as well as marketing strategies.

- *TITLE: GRAPHIC DESIGNER, MARKETING CONSULTANT AND CLIENT LIASON OFFICER*
- Managed all project phases from inception to completion including estimates, budget, control and print production. Credited with closing out projects under budget and in a timely manner.
- Developed and maintained vendor relationships, negotiated contracts and agreements, and opened and maintained lines of communication with customers and organizations.
- Cohesive cross platform branding awareness skills with "correct practice" for logos & icons
- Design application to stationary, business cards, brochures, information booklets, labeling, decals, signage, menus, textiles, apparel and various other promotional items.
- Campaign planning and execution in conjunction with PR companies.
- Copywriting and/ or correction of content.
- Photography of products and photo shoot management.
- Photoshop, freehand illustrator, some In design and flash.
- Illustration, Photography and fine art skills when requested.

WESTIN HOTELS OPERATIONS JOHANNESBURG SA 1982 - 1986

- Oversaw operational supervisory and administrative duties including fiscal management and financial control.
- Personnel and Customer relationship management.
- Inventory and logistical costing.

EDUCATION & TRAINING

CERTIFICATE, TECHNICAL WEB DESIGNER, BCIT VANCOUVER – 2012

*DIPLOMA, ADVERTISING & GRAPHIC DESIGN WITH ART CERTIFICATION AND MEDIA MANAGEMENT,
AAA SCHOOL OF ADVERTISING, JOHANNESBURG SA – 1994 - 1996*

TRAINING PROGRAM, WESTIN HOTEL OPERATIONS (AHMA) 1981-1986

BACHELOR OF ARTS DEGREE, GENERAL STUDIES, UNIVERSITY OF CAPE TOWN, SOUTH AFRICA – 1981

TECHNOLOGY AND DEVELOPMENT

Proficient in: *Illustrator, Photoshop, Light room, Muse, Tumblr, Adobe Creative Cloud.*

Intermediate skills: Dreamweaver, HTML, XHTML, CSS, J QUERY, PHP, In Design, CMS: Business Catalyst, Word press, Drupal.

REFERENCES AND PORTFOLIO AVAILABLE ON REQUEST