

A dedicated web professional with 20 years of crafting great online experiences and a passionate advocate for the needs of users.

## ROLE

## EXPERIENCE



### Web Systems Analyst City of St. Albert

June 2015 - Present

An expansion to my previous role as the City's Web Coordinator with an increased focus on application design and user experience. Project highlights:

#### Stalbert.ca v2 Design

Project managed and handled all design, information architecture and development aspects for the City's 2nd generation responsive website (one with over 20 distinct templates and 2,500 pages) where user experience, enhanced mobile device support, and accessibility (WCAG AA compliance) were high priorities.

I began with widespread research (interviews, workshops, surveys, heuristic reviews, and analytics) and had the good fortune to partner with and learn from **nForm** during our public usability testing.

#### MyCity Redesign

Brought a user-focused responsive design with numerous usability and accessibility enhancements to the City's online self-service portal. The system vendor called it the best implementation they'd seen.

#### Evacuation Centre Manager

Worked collaboratively with multiple departments to identify needs, develop workflows, and devise solutions for both a web-based application *and* on-site service delivery. The system's design is foremost driven by empathy for the challenging needs of evacuees and responders.



### Web Coordinator City of St. Albert

June 2013 - June 2015

As the Web Coordinator I was involved in all aspects of the City's online services; managing projects, serving as a technical advisor, and taking a lead role in web design, development, training and support.

I led a 19-month redevelopment of the City's website working with 20 stakeholder groups, writing the RFPs, forming implementation strategies, and directly assisting the build team throughout the creation process. I also developed 4 external websites (all responsive) for the organization during this period, handling all design, coding, and CMS customization duties.

## OTHER RELEVANT EXPERIENCE



### Planning & GIS Technician

I revamped the department's visual design language and created a series of WebGIS (data-driven mapping) applications that were showcased by the platform vendor at conferences and in their annual review calendar.

St. Albert, AB 2010 - 2013



### Freelance Web Designer

Persuaded AFX, a small motorcycle helmet manufacturer, to pursue consumer empowerment as a key differentiator online and was vindicated to see numerous features we developed copied by the major players years afterwards.

London, ON 1998 - 2010



### Art Director/Senior Designer

Working with agencies Build Interactive and the Digital Internet Group I managed a creative team of freelancers and developed large-scale print and web projects for companies such as 3M Canada, Air Canada and Champion (Volvo).

London, ON 1999 - 2001

## SCHOOL

## EDUCATION



FANSHAWE

### GIS (Geographic Information Systems) & Urban Planning (Co-op Endorsed) Diploma

London, ON 2008 - 2010

Awarded a place on the President's Honour Roll with a cumulative GPA of 4.12 upon graduation, and served as a student representative for the program



Western  
UNIVERSITY · CANADA

### Bachelor of Arts in Media, Information & Technoculture

London, ON 2003 - 2007

I minored in English, was top of my class in multiple courses, and served as the President of the University's Ski Club (with 200+ members) for two years.

## CERTIFICATIONS

## PROFICIENCIES



**Certified User Experience Specialist (Akendi)**  
July 2017

**Web Development:** HTML5, CSS, JavaScript, PHP, Apache, MySQL, cPanel, Google Analytics, Google Maps & Places APIs, Wordpress, ExpressionEngine, ProcessWire & Speed Optimization  
**Software:** Adobe Creative Suite, Microsoft Office Suite, ESRI GIS Suite and AutoCAD  
**Skills:** Research, Writing, Teaching, Photography and First Aid + CPR-C