

# Andrew Kelly

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## Statement

Passionate **User Experience Developer** with a desire to know why users make their decisions. Possesses strong design intuition, empathy and a drive to learn and grow. Over ten years of experience working with HTML5, CSS, Javascript, AngularJS, PHP, XML, SQL, and JSON for large organizations such as Rogers, Astral, Chrysler Canada, BMW and RBC Dominion Securities.

### **Core Competencies:**

Sketch • User Experience • Information Architecture • HTML 5 • Javascript • CSS • Sass • AngularJS • Backbone • Responsive Web Design • Gulp • PHP • Photoshop • Usability Testing • Strategic Planning • Wireframes • Prototypes • Invision • UXPin • git

## Experience

### **Digital Experiences Director, tag network, Thornhill, Ontario – 2015 - Present**

Ensured that the users had smooth experiences, making even the most complex tasks simple and easy to achieve. Successful experiences achieved through a combination of Information Architecture, User Research, User Interviews, User Profiles, User Scenarios, Customer Journey Maps, Wireframes, Prototypes and User Testing.

Communicated UX-based design direction and evaluated creative concepts based on the criteria of experience. Participated in brainstorming and design sessions.

Demonstrated expertise in interaction design patterns, information architecture, heuristic assessments and experiential tactics. Pushed boundaries on devices and interaction models to conceptualize unique, forward-thinking experiences.

### **Senior Digital Developer, tag network, Thornhill, Ontario – 2013 - 2015**

Lead front-end developer, that worked with creative and production teams to consult on and build digital-based solutions for clients or internal projects. Worked collaboratively with the Strategic Digital Specialist and Information Architects to provide creative and technically sound solutions for each assignment.

*Responsibilities Included:*

- Maintain proficiency in a variety programming languages including HTML5, CSS, Javascript, Backbone, PHP, MySQL XML and the W3C standards that correlate
- Create and design initial layouts and/or subsequent layouts provided from the Creative team, which matches perfectly against the creative rendition.
- Develop sites for desktop, mobile and social platforms (Facebook, Twitter, etc.)

**Digital Experiences Director, JustAsk Media, Orillia, Ontario – 2012 - 2013**

The owner of JustAsk Media. Worked closely with clients to ensure that their digital strategy needs were met.

Worked with clients identifying all UX needs to ensure the most effective experiences were in placed for the final solutions. Used a series of tools to achieve this end including: Information Architecture, User Research, Workshops, Customer Journey Maps, Wireframes, Prototypes and User Testing as needed depending on the client requests.

*Responsibilities Included:*

- Creating and designing layouts and conceptual wireframes matching client and project requirements. Utilizing the most current technology.
- Maintain proficiency in a variety programming languages including HTML5, CSS, Javascript, Backbone, PHP, MySQL and XML and the W3C standards that correlate.
- Developed sites for desktop, mobile and social platforms (Facebook, Twitter, etc.)

**Front End Developer, Whatever Solutions & Media, Peterborough, Ontario – 2009 - 2013**

Worked closely creative teams to build digital-based solutions for clients and internal projects. Worked collaboratively with the Strategic Digital Specialist to provide creative and technically sound solutions for each assignment.

*Responsibilities Included:*

- Maintain proficiency in a variety programming languages including HTML5, CSS, Javascript, PHP, MySQL, Ruby on Rails, XML and the W3C standards that correlate.
- Function included building layouts, templates and overall site functionality; this was dependent on project requirements and varied in complexity to suit.
- Develop sites for desktop, mobile and social platforms (Facebook, Twitter, etc.)

- Design and develop wireframes and prototypes for desktop and mobile applications.
- Develop desktop and mobile applications.

**Owner, Pristine Pixels, Orillia, Ontario – 2009 - 2009**

As owner of Pristine Pixels; worked closely with clients to ensure that their digital strategy needs were met. Build digital-based solutions for clients and internal projects; working collaboratively with the Strategic Digital Specialist to provide creative and technically sound solutions for each assignment.

*Responsibilities Included:*

- Maintain proficiency in a variety programming languages including XHTML, CSS, Javascript, PHP, MySQL, ASP, Ruby on Rails, XML and the W3C standards that correlate.
- Design layouts and subsequent layouts as well as full site builds for desktop and social platforms

**Front End Developer, Momentum Advanced Solutions, Markham, Ontario – 2008 - 2009**

Worked closely with the development team to build Flash-based solutions for clients. Working collaboratively with other developers to provide technically sound solutions for each assignment.

*Responsibilities Included:*

- Maintain proficiency in a variety programming languages including HTML5, CSS, Javascript, Object Oriented Actionscript 3.0.
- Create layouts provided from the Creative team, which matches perfectly against the creative rendition. Ensure that the interactions and animation were consistent with other components of the application.

**Developer, Lifecapture Interactive, Toronto, Ontario – 2007 - 2008**

Worked closely with creative leads to build sound digital-based solutions for clients. Solutions often dealt with cutting edge technology for many high profile clients such as Roots, Microsoft, and CBC to name a few.

*Responsibilities Included:*

- Maintain proficiency in a variety programming languages including XHTML, CSS, Javascript, PHP, MySQL, ASP, Ruby on Rails, XML and the W3C standards that correlate.
- Create layouts and/or subsequent layouts provided from the Creative team, which matches perfectly against the creative rendition.
- Develop sites for desktop and social platforms

**Junior Designer, RBC Dominion Securities, Toronto, Ontario – 2006- 2007**

Worked with management and marketing teams to build internal design solutions. Worked with Managers and Advisors to create visually and technically sound solutions.

*Responsibilities Included:*

- Maintain proficiency in a variety programming languages including XHTML, CSS, Javascript, Flash, XML and the W3C standards that correlate.
- Designed layouts and applications for internal use.
- Developed internal applications for desktop environments.

Education

Durham College, Oshawa, Ontario – Web Development, 2006

Skills

Communication • Leadership • Cooperative • Efficient • Critical Thinking • Research • Adaptability • Strong Work Ethic • Passionate • Teamwork • Empathy • Reliable • Knowledge Hungry • Self-Motivated