

# Daniel Carlyle

## Web Designer and Online Professional

contact@dancarlyle.com | www.dancarlyle.com | www.linkedin.com/in/danielcarlyle | www.danielcarlyle.carbonmade.com/

### PROFILE

- High-energy personality able to work both independently and in a team environment.
- Solid foundation and experience in front-end web design and development.
- More than seven years of experience as a seasoned communicator, experienced in online writing, editing and web content publishing.
- Detail oriented professional who can juggle multiple projects and duties simultaneously.

### COMPUTER SKILLS

**Technologies:** HTML5, CSS, JavaScript, jQuery, Grunt.js, Gulp.js, React.js, Sass/Compass, PostCSS, PHP/MySQL, UX/UI Design, Responsive Web Design and Mobile-first Design, JSON/XML, AJAX, SEO, Git, Web Accessibility (WAI-ARIA, AODA).

**Software:** Adobe Suite (Photoshop, Illustrator), Sketch, Frameworks (Bootstrap 4, Foundation, Skeleton), Microsoft (Office/Excel), Jekyll, WordPress custom theme development, Google AdWords, Google Analytics.

### EDUCATION

**Certificate,** Web Design, Development and Maintenance, Humber Institute of Technology and Advanced Learning (2011)

**Diploma,** Public Relations, Grant MacEwan University (2007)

**Bachelor of Arts Degree,** English and History, University of Alberta (2003)

### PROFESSIONAL EXPERIENCE

#### Senior Web Publisher

Square Knot Agency (a division of AIR MILES<sup>®</sup> and Loyalty One), Toronto, ON

December 2016 – Current

- Update and create offer, splash and other AIR MILES<sup>®</sup> web pages through the CMS (ATG).
- Publish leaderboard, skyscraper and Big Box online advertisements using Xaxis Ad Stream software.
- Optimize images and banner graphics using Photoshop and Sketch.
- Coordinate project release dates and web page launches with Project Managers and Account Executives.
- Create micro-sites and landing pages for various AIR MILES<sup>®</sup> campaigns.

#### Freelance Web Designer

Vitamin T/ Aquent / Freelance

July 2016 – October 2016

- Webmaster for www.kouraba.org and www.shawboxing.com, updating and editing content through WordPress.
- Responsible for the graphic design and implementation of company websites including navigation, writing HTML and JavaScript.
- Created and edited original graphics, banners and utilized stock photos and AWS.
- Designed Logos for KGD Global and Regulus Engineering.
- Complete website design and development for client websites (i.e., www.thefitnessbrokers.ca, www.kgdglobal.com, www.regulusengineering.com, www.jacheairs.com).

#### Web Designer (Contract)

AIDS Healthcare Foundation, Los Angeles, CA

June 2016 – August 2016

- Handled daily maintenance of domestic and affiliate AHF websites, using WordPress custom themes, HTML5, CSS, and jQuery.
- Provided site tracking, analytics and Google AdWords campaigns results to marketing department and corporate senior staff.
- Managed the development of online marketing strategies and tactics that helped generate increased site traffic and SEO.
- Monitored all corporate and affiliated websites to ensure consistency in communication of company brand and message.
- Created mockup website designs using Sketch and translated into coded website designs in WordPress.

#### Web Publisher/Account Executive (Contract)

Law Promo, Los Angeles, CA

November 2015 – May 2016

- Provided website maintenance for more than 400 Law Firm Websites (Joomla/ WordPress CMS).
- Ghostwrote articles for client websites and blogs, adhering to client style standards and areas of practice.
- Interacted with clients on finding technological solutions for server, email and hosting problems.
- Conducted template and custom website package sales and advised clients on ideal web package for their firm.
- Project Manager for existing and new website development and design.

#### Web and Graphic Designer (Internship)

Coalition Technologies, Los Angeles, CA

September 2015 – November 2015

- Created wireframes and mockups for clients using Balsamiq, Sketch, Photoshop and Illustrator.
- Optimized images for clients as well as revamping page layouts.
- Created style guides for clients on website projects.
- Redesigned company logos and graphical content for client websites.

### **Senior Web Publisher**

Square Knot Agency (a division of AIR MILES® and Loyalty One), Toronto, ON

April 2012 – July 2015

- Updated and created offer, splash and other AIR MILES® web pages through the CMS (ATG).
- Published leaderboard, skyscraper and Big Box online advertisements using Xaxis Ad Stream software.
- Optimized images and banner graphics using Photoshop.

### **Web Content Management Specialist (Contract Position)**

Metrolinx (Go Transit), Toronto, ON

April 2012

- Populated and proofed website content transfer from primary website to Ottawa Metrolinx website using CMS (Sharepoint 2010).
- Copyedited and drafted new website content and tested usability and overall user experience.
- Ensured page layout consistency and cleaned code in static HTML pages, removing inline styles.

### **Online and Marketing Coordinator**

B+H Architects, Toronto, ON

January 2011 – April 2012

- Project Manager for new company website, including planning and layout.
- Edited website content, retouched images using Photoshop, and added copy into the CMS (Ruby on Rails).
- Trained staff on how to make edits and maintain the website through the CMS.

### **WebMaster (Contract Position)**

ING DIRECT Canada, Toronto, ON

November 2011 – December 2011

- Updated website content in CMS, tested web pages for cross-browser capability and maintained HTML pages.
- Worked with the Creative Director to ensure consistency in design and adherence to house style.
- Coordinated online advertisement campaigns with other departments.

### **Web Specialist (Contract Position)**

Franklin Templeton Investments (FTI), Toronto, ON

September 2011 – November 2011

- Daily maintenance of bilingual online content, including altering JSP and JSF web pages using Dreamweaver and the CMS.
- Designed and coded final phase of human resources website using JavaScript, jQuery, Dreamweaver, and Photoshop.
- Modified Franklin Templeton Fiduciary website, including transferring XML and JSP files to new website template.

### **Content and Marketing Coordinator**

Tenzing Interactive, Toronto, ON

October 2010 – August 2011

- Updated Joomla CMS website, including cross-browser testing and debugging.
- Wrote website copy and for e-newsletter, blog entries, articles, and case studies.
- Delivered analytical reports on website traffic and SEO results.
- Created website designs in Photoshop/Illustrator and sliced into HTML pages.

### **Online Consultant**

Map Depot/Framing Matters, Edmonton, AB

September 2009 – September 2010

- Created and published content for the e-commerce website (Drupal CMS).
- Utilized Photoshop to optimize and enhance product images.
- Inserted metadata, tags and content descriptions to adhere to SEO best practices.

### **Online Communication Coordinator**

Edmonton Public School Board (EPSB), Edmonton, AB

January 2009 – September 2009

- Primary Project Manager responsible for maintaining website projects and project timelines.
- Edited and created weekly web copy on the staff intranet website and online staff bulletin board.
- Published content on multiple Joomla websites and adjusted images and content according to client's needs.