

ROBIN JESSOME

WEB DESIGNER // FRONT-END DEVELOPER

AUVIK NETWORKS Jan 2015 - present

auvik.com

I'm the lead designer and front-end developer for a SaaS business marketing team. I'm responsible for managing the main website and countless landing pages using a custom design system and framework which process sign-up and demo-requests, and handling prospect data through to our CRM (Marketo) and Salesforce.

I have a strong focus on lead generation, design for conversion, and implementing tracking and analytics in support of paid promotion and SEM campaigns. I make frequent use of various APIs including Drift chat for conversational landing pages, progressive forms, and personalization.

My graphic design responsibilities include website designs and numerous print and promotional materials such as booth banners, posters, postcards, handouts, business cards, and t-shirts.

PERK May 2013 - Jan 2015

Formerly known as Rebellion Media

My work here included numerous from-scratch designs, responsive WordPress theme building and customization for large and small sites in support of SEM/PPC campaigns.

FREELANCE WORK Ongoing

via Lucid Digital Media

I built WordPress sites from provided designs for local small businesses. Projects had a focus on ease-of-use for maintenance and updates, as well as compatibility and accessibility. I developed the ldm.ca corporate site.

self-led projects

My own design and creative web development projects, built in WordPress or flat-file CMS. I have designed and built websites for musicians, small business, local bloggers, and several members of the Canadian Senate.

SHERIDAN COLLEGE Sep 2012 - April 2013

Graduate certificate in Web Design

Topics included graphic design, information architecture, marketing, typography, responsive & mobile web design, and Flash/Animation.

For my final project, I developed and implemented a marketing plan for a fictional record label. I then created all aspects of the project, including marketing analysis, design wireframes, logo design, multiple site design drafts, and built the full website.

LET'S TALK

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ABOUT ME

I'm organized, reliable and enthusiastic; I enjoy finding creative solutions to challenges while maintaining high usability and seamless online user experience.

I look constantly to learn and enjoy working collaboratively on diverse projects.

And, I play jazz trombone...

SKILLS

HTML / CSS
WordPress
PHP / Laravel
jQuery / JavaScript
UI/UX design

Photoshop CC
Illustrator CC
InDesign CC