

David Anderson

DIGITAL DESIGNER / MEDIA PRODUCTION

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Website: <http://frenziarts.com>

Summary	Goal-driven professional with expertise Digital design, web design and video production 10 years as a Digital Designer who has successfully developed dynamic graphics in both print and web for companies.
	Software: MS Word · Excel · Powerpoint · Adobe Photoshop CC · Illustrator CC · Dreamweaver CC · Premiere Pro CC · Final Cut Pro · After Effects CC Toon Boom 1.2 (2D Animation) Elearning: Articulate Storyline 2 · Camtasia · Video Scribe · Explain everything Web Languages: HTML5 · CSS3 · XML · Javascript · Action Script 2.0 · WordPress(CMS) Filezilla (FTP) Audio: Audacity · Video compression: Adobe Media Encoder
Languages	Bilingual: English and French
Employment Experience	Digital Designer Web Designer (front End) - September 2016 – present McGill University and Genome Quebec Innovation Centre, Department of Human Genetics Micm: https://mcgill.ca/micm/ C3G: http://www.computationalgenomics.ca/ Epishare: http://epishare-project.org/ Websites developed and maintained <ul style="list-style-type: none">● Participates in team briefing and design process and suggest concepts, design approaches for projects.● Transform ideas, concepts and mock-up's into high-quality interactive working prototypes.● Produce communication documents internal and external use.● Ensure design details are implemented correctly using best coding practices.● Focus on user experience and quality assurance for all websites.● Responsible for managing web portals.

Multimedia Courseware Programmer - August 2014 - December 2015

McGill School of Continuing Studies, Montreal, Canada

Instructor Services and Educational Technologies (ISET) - Department

<http://www.mcgill.ca/continuingstudies/>

- Designed and developed web page templates and applications for use by instructors
- Planned and designed UX / UI designs for online course layout and landing pages / portals
- Successfully implemented over 70 online courses into LMS platform
- Assisted faculty in creating and using multimedia materials (Video/ digital audio, Animation)
- Provided instructors with guidance for the production of online content
- Evaluated, selected and deployed a variety of web based tools and resources
- Worked as part of the educational technology team to develop online instructional resources and administrative solutions
- Provided technical support for instructors

Web Designer / Ad developer 2012 - 2014

Mind Geek, Montreal, Canada *Playboy.TV Department*

<http://mindgeek.com/>

Revamped Playboy Radio Website

- Delivered static, animated and flash ads to sales team
- Collaborated with sales team leading to the increased sales by 15%
- Optimize and maintained ads and join pages (A/B testing)
- Constantly research latest trends and technology in the web
- Optimize Playboy.TV emails to increase sales

Multimedia Specialist 2010-2011 was promoted to marketing department

Digital Content Producer 2009 -2010

VFM LEONARDO INC, Toronto, Canada

<http://www.vfmleonardo.com/>

Successfully produced over 20 corporate videos which resulted in increase of online activity on company website. Successfully 80 migrated clients to new multimedia platform.

- Collaborated with team to research, analyze and execute assigned projects
 - Implement google analytics to website s and web pages
 - Produced and monitored banners for multiple campaigns.
 - Developed web pages and landing pages, based on management direction and client briefs
 - Troubleshoot and resolved interface coding challenges pertaining to browse compatibility
 - Produced original and engaging corporate videos online and offline
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- Ensure quality control, consistency and integrity of association brands
 - Integrated social media tools (Facebook, Youtube, and twitter) with marketing strategies
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Employment
Experience
Cont'd

Graphic Designer / Web Designer 2007 – 2009

Frenziarts Media Inc. Montreal, Canada

www.frenziartsmedia.com

Worked closely with Coordinator to design, implement and update a web portal for the Institute for Community Entrepreneurship and Development, John Molson School of Business at Concordia University in Montreal.

- Plan, assign and direct work to contractors
- Update company's website and demo reel
- Produced HTML, CSS, JavaScript and flash pages

Graphic Designer and Web Designer 2006 - 2006

Kelipso Designs, Montreal, Canada

An innovative design firm that combines original artwork such as paintings, print and illustrations with digital technology.

- Successfully managed a creative team of Graphic designers and Web designers. Created and developed a website for Stephen Thomas a major spoken word artist.
- Presented mockups layouts for advertisement materials (logo, emails, brochures and websites)
- Produce HTML, CSS, JavaScript coding for landing pages, email templates and websites
- Created dynamic flash ad banners and static ad banners

Flash Developer 2005 - 2006

Nuance, Montreal, Quebec, Canada

<http://www.nuance.com/>

Team received special commendation for tactical demos from Sprint USA.

- Created tactical flash demos for major companies in the telecommunication financial, travel insurance and retail industry
 - Produced graphics and audio for the tactical flash demos
 - Created streaming flash demos for the web
 - Successfully managed and maintained the company website and Intranet pages
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Special Visual Effects Artist 2003 - 2004

National Film Board of Canada

<http://www.nfb.ca/>

- Digitally painted frames for short film
- Worked closely with Technical Director and Film Director to create special visual effects for short film

Designer / Junior Web designer 2009 - 2011

- Designed all ads for print and web for the Taste of the Caribbean Festival
- Produced 30 second commercial spot for Taste of the Caribbean Festival
- Updated and maintained Taste of the Caribbean festival Website

Education

Bachelor of Fine Arts

Major - Film Animation - Concordia University, Montreal, Quebec, Canada – 2005

Diploma in Computer Graphic Design

College Inter – Dec, A.E.C., Montreal, Quebec, Canada – 1999

Certificate in Black and White Photography

Technology Centre, Montreal, Quebec, Canada – 1999
