

Professional Summary

Experienced Creative Designer/Developer and Analytics Specialist with over 20 years of expertise in graphic design, web design/development, UI/UX design, and digital performance optimization. Highly technical and skilled in configuring analytics tools and digital marketing tracking, conducting audits, and delivering data-driven insights to enhance conversion rates and user engagement. Manage end-to-end projects, collaborating with cross-functional teams, and implementing impactful solutions that blend creativity with data-driven results. Very comfortable presenting solutions to stakeholders and helping people understand complex ideas, systems and data results.

Core Skills

- **Graphic Design:** Brand Development, Web Design, 2D/3D Digital Design, Campaigns & Advertising, Motion
- **Web Development:** Full-stack, JavaScript, PHP, Laravel, React, Next, WordPress, Shopify, WooCommerce, Git, Version Control, CI/CD
- **UI/UX Design:** User Research, Wireframing, Prototyping (Figma, Adobe XD), Responsive Design
- **Data Analytics & Optimization:** Google Analytics, GTM, Looker, Lighthouse, CRO, SEO, Marketing Analysis, Hubspot, Supermetrics
- **Project Management:** Agile/Scrum, End-to-End Project Execution, Cross-Functional Collaboration
- **Tools & Technologies:** Adobe Suite(Photoshop, Illustrator, After Effects), Figma, Looker, Marketing Platforms, Hubspot CRM, CMS, Data Management, VWO, Hotjar, Mouseflow, Notion, Google Suite, Supermetrics, Next.js, React, VS Code, Codex, ChatGPT

Professional Experience

Creative Developer / Web Analyst / Analytics Specialist / CRO | Arcane / Republix | London, ON | 2020-2024

- **CRO management and execution** of a/b tests, creating detailed roadmaps, designed new components and variations, development and data analysis.
- **Designed and implemented Looker dashboards**, translating complex data into actionable insights to enhance website performance and marketing strategies.
- **Conducted heuristic and technical website audits** to identify optimization opportunities, increasing conversion rates and understand user engagement and behaviour.
- **Optimized websites** with a focus on user experience and site performance improvements using lighthouse and technical web audits.
- **Managed and setup advanced analytics configurations** using GA4 and GTM, providing data insights for conversion rate optimization and digital marketing initiatives.
- **Customer facing role** managing multiple client relationships, presenting audit findings, reports, and strategies to stakeholders and various teams.

Full Stack Developer / UI/UX Designer | Hive Media Group | London, ON | 2017-2019

- **Creative full stack development** with focused on frontend development and UI/UX design, building responsive web interfaces for wordpress custom themes.
- **Dashboard product development** from design to final production. Integrated custom analytics tracking to ensure accurate monitoring of user behavior and product development.
- **Work with cross-functional teams** to deliver full web projects from design to final production.

Full Stack Developer / Designer / UI/UX Designer | AT Sports/Officialize | London, ON | 2017

- **Developed user interfaces** for company website, improving UX and use engagement.
- **Designed and implemented a KPI dashboard** for influencers using Laravel, with a focus on front-end design, tracking integration, and data visualization.

Designer / Developer | Matrix Four Limited | London, ON | 2014-2017

- **Creative design for websites**, digital assets and brand collateral.
- **Designed and developed responsive, accessible websites** using wordpress custom themes and custom plugin development. Using bootstrap and custom css design systems for streamlined development.
- **Brief execution and strategy** from concept to launch, delivering creative and data-driven solutions.
- **Creative design and animation** for product explainer videos created using cinema 4d and after effects.

Web Developer & Designer | Renaissance Internet Marketing | London, ON | 2010-2015

- **Delivered UI website designs and frontend development** using Photoshop, HTML, CSS, and JavaScript to create responsive websites and digital assets.
- **Managed WordPress** integrations, customizations, plugin creation, website design and development.
- **Branded email marketing** design and development.
- **Digital asset design** including banners, ads, newsletters and general graphic design.

Graphic Designer / Web Designer / Motion Designer | Setera Media Group | Toronto, ON | 2008-2009

- **Graphic design included** DVD covers, branded digital graphics and website designs using Adobe Photoshop and Illustrator, preparing artwork for both digital delivery and print production.
- **Produced animated video introductions and explainer videos** using Adobe After Effects, combining motion design and visual storytelling to support branded content.
- **Designed and developed client websites** using HTML, CSS, JavaScript, PHP and WordPress, ensuring compatibility across major browsers.
- **Developed creative briefs and managed design work** through to final delivery, meeting tight deadlines across web, motion and print projects.

Freelance Creative Design & Developer | MikeADigital | Global | 2006-Present

- **Led over 200+ Graphic Design and Development projects**, specializing in creating responsive and user friendly web experiences, digital and print design, animations, and digital products.
- **Digital Marketing Attribution & Tracking Audits** to uncover issues, solutions and recommendations.
- Implemented analytics tracking and conducted CRO audits, providing clients with data-driven insights for ongoing improvements.
- **Collaborate with multiple clients and teams** from ideation to final production, bringing ideas to life.
- **Graphic Design Deliverables** included logos and brand identities, business cards and stationery, brochures, annual reports, proposals, sales presentations, digital and print advertisements, website layouts and banners, email newsletters, social media graphics, album artwork, DVD covers, apparel graphics, motion graphics and animated video introductions and explainer videos.

Formal Education

- Fanshawe College – Graphic DesignMultimedia Design and Production
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Additional Skills

- VS Code + Codex AI Assisted Development
- Prompt Engineering and Image Generation
- Automation
- Traditional Art and Media (Sculpting, Painting, Drawing)
- Photography & Image Retouching + Rendering
- Audio and Music Production