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Personal Statement

I am a Canadian web producer based in Tokyo. I am seeking a web creative role. 16+ years as a web producer/designer/developer has led me to be in a more client/employer service role. My job is to educate not only the client and employer through knowledge sharing within a team, is to educate myself & client alike. My experience has led me to learn that critical thinking and asking the right questions are integral in supporting proper and responsible support towards the client and or project.

Personally for me, design is everywhere. I always have a camera with me when I am out and about. I am a big fan of organic design elements to incorporate into web interfaces. Creating web interfaces with a humanistic/organic design aspects greatly gives the end user that yes their is a person(s), behind what is typically a cold user experience. Stock photography? ...nope, never.

Education & Skill Set

~ Degree in Graphic Design - 1989
~ Degree in Computer Science - 1993
~ Netscape certified LDAP/NDS, Sun Micro Systems -1997
~ Certificate in Network Management - 1996

~ Proficient in UI/UX methodologies
~ HTML 4/5, CSS 2/3, JavaScript
~ All Adobe Suite Products
~ Responsive & 'reponsible design' practices

Work History 2003 ~2016

January 2017 ~ March 2017 (contract)

Metropolis - Japan

Web Producer

Co-Web Producer designer/UI/UX for Japanese based hard copy magazine, for web platform. Front-end engineer, designer, UI/UX, strategic planning, website administration, and general creative direction. WordPress (4.3.7), with custom theme design/development. Email campaign design, social media marketing strategies and deployment.

<http://metropolisjapan.com>

April 2014 ~ December 2016

ISFnet - Japan

Web Producer/Creative lead

Web Producer & lead creative for Japanese based multi-disciplinary firm. Front-end concept/design, strategic planning, website administration, and general creative direction. Ported a static HTML based site to an Open Source Drupal(7.X) based platform/job portal. Localization in both English and Japanese.

<http://www.isfnet.com>

April 2012 ~ January 2014

BMW - Japan

Creative lead

Web Producer & lead creative for Japanese based online presence. Front-end concept/design, strategic planning, website administration, and general creative direction. Ported a static HTML based site to an Open Source Drupal(7.X) based platform/job portal to a WordPress web platform. Localization in both English and Japanese.

<http://www.bmw.co.jp/ja/index.html>

March 2010 ~ January 2012

Audi - Japan

Web Producer/Creative director/UI/UX lead

Web Producer & creative lead for Audi Japan online. Design, strategic planning, website administration, and general creative direction for all of Audi Japan's online campaign(s). I led a team of 25 designers & developers(all Japanese, with limited English skills.). Taking direction from the German head of ce(of which I was the sole liason contact in terms of direction and providing them with Japanese online UI/UX expectations), Audi wanted greater exposure in the Japan Marketplace, and to this end, the final outcome was a huge success, largely in due to my part and my team as a collaborative effort. A highly interactive online experience created increased ROI.

<http://www.audi.co.jp>

Other clients underneath stattelite companies own by **Audi Japan** included were the opening of **H&M** mobile site strategy for their Japan debut. Opening the mobile site(now defunct), as they have already gained a strong foothold in the fashion marketplace. Upon first launching 25,000 people used the mobile site to sign up for a chance to visit the initial store in Ginza. These sign-ups were within a 48 hour period. Again a great ROI.

Also under the same satellite company for Audi, I led the design and development team for the planning and **Kabuki-bitō**(Kabuki official Website). HTML, CSS, Custom CMS development, front-end

<http://www.kabuki-za.co.jp>

Mar 2008 - Mar 2009

Bingo.com - Canada

Senior Web Producer/Online Strategist

Planning, design, and development of web based for **bingo.com** online presence, which was an online casino based out of Scotland but based in Vancouver, Canada. Migration from a static based site HTML/Flash based site to a Drupal based(4.X ~ 6.X) CMS platform. Custom module development, custom theming, localization(English to Spanish), and administration. Email newsletter design and development. Led a team of 12 designers & developers telecommuting between Scotland, Canada, and Japan. All of which led to great ROI.

<http://www.bingo.com>

December 2006 - Mar 2006(Contract)

KISS / Gene Simmons - Canada

Designer/Web Producer/New Media Designer

Design(Offline/online), and development of web based store-front, and marketing sites for Gene Simmons & KISS. Fashion/Icon design for various fashion branding initiatives.

<http://www.genesimmons.com>

December 2003 - February 2006

Faronics - Canada

Designer/Web Producer/New Media Designer

Design(Offline/online), and development of web based store-front, and marketing sites for Gene Simmons & KISS. Fashion/Icon design for various fashion branding initiatives.

<http://www.faronics.com>

~ **NOTE:** For brevity as my web experience dates back to 1994 ~ 1995 these are highlights of the more prominent positions I have done since 2003. ~
Excluding any freelance projects I have done.

Closing

Coming from a Graphic Design program at the Nova Scotia College of Art & Design(Canada), accompanied by a diploma in Computer Science at The Technical University of Nova Scotia(Canada). In 1994 the web seemed the most obvious choice to combine my personal artistic and technical skills. Designing websites for Mosaic(I'm dating myself here), using table layouts seemed to be the biggest and best thing since AOL back in 1994.

Then along comes better browsers capable of handling much more engaging syntax. Enter the world world of DIV's & CSS, and what that meant to layout, not to mention the long feuding battle of browser wars,(which I might add still exist today, but at least we can degrade gracefully). These were exciting times...

With that experience comes 'responsible design', as a web designer/producer involved in client/employer services, it is my responsibility to provide educated and share critical and experienced knowledge to any project and client alike. Ask the right questions. Don't be afraid to push back on wrong or mis-informed client feedback on a project, I provide sound advice based on my experience on the web over the last 15+ years, as an experienced web producer this is my job. Simply put... my role is to produce awesome work and retain great client/employer relationships. And, I love it.

Hobbies

My hobbies include spending time training Siberian Huskies, cycling, kick-boxing, kendo, studying Japanese and exploring Japan.

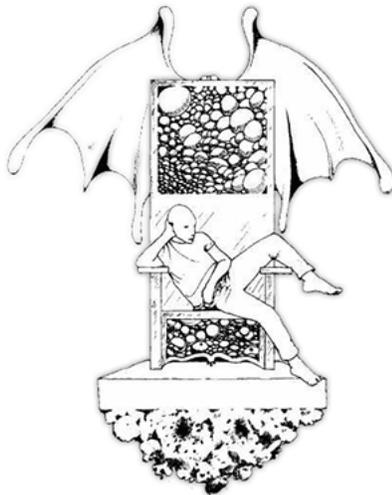


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