

ROBIN JESSOME

WEB DESIGNER // FRONT-END DEVELOPER

AUVIK NETWORKS Jan 2015 - present

auvik.com

Lead designer and developer for SaaS business marketing team. Responsible for main website and various landing pages. Processing sign-up and demo-requests, and handling prospect data through to CRM (Marketo) and Salesforce.

Heavy focus on building platforms for Channel Partner support sites; referral program, controlled access Partner Portal for user-specific content, leveraging Salesforce API for authentication and referral tracking.

Graphic design included website designs and numerous print and promotional materials - Booth banners, posters, postcards, handouts, business cards, stitched badges, socks, t-shirts.

PERK May 2013 - Jan 2015

Formerly known as Rebellion Media

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

Several months devoted to a community-based network of Health sites featuring a user-oriented forum. Leveraged social media for sign-up and authentication, Vanilla Forum, heavily customized for style and features.

FREELANCE WORK Ongoing

via Lucid Digital Media

Development only: WordPress sites built for local small businesses with a focus on ease-of-use for maintenance and updates, as well as compatibility and accessibility. Also includes some internal-use only HR portals requiring authentication for user-specific content. Developed also the new [ldm.ca](#) site.

self-led projects

Design and development, WordPress or flat-file CMS sites 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, HTML/CSS, responsive & mobile web design, and Flash/Animation.

Final project: developed and implemented a marketing plan for a fictional record label. Created all aspects, including marketing analysis, wireframes, logo design, multiple site design drafts, build & launch of a full website.

LET'S TALK

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ABOUT ME

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

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

And, I play jazz trombone...

SKILLS

HTML / CSS
WordPress
PHP
jQuery / JavaScript

Photoshop CC
Illustrator CC
InDesign CC

Mac OSX & Windows platforms

