

Robert McKenzie C.V.

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Profile:

The primary goal in my web design projects is to increase the online efficiency of any category of organization or business. With over five-plus years of hands on experience with web design projects, I find that my work is not only about the tools of computers and technology, but is essentially about ideas, communication, marketing and people. I gain great satisfaction in implementing the best and most efficient cost-effective methods to communicate to specific audiences through the medium of the internet.

Experience:

- Completed (November 7, 2008) a 12 month contract with Cognos-IBM, Ottawa as a web developer-designer. Duties included maintaining four secure sales-partner websites, the design and development of special event websites and the regular design and distribution of email newsletters to sales partners world-wide. Currently self-employed designing and developing small-business websites.
- The design, development, publishing and marketing of various small business websites featuring excellent usability, functionality, search engine optimization techniques and cross-browser compatibilities.
- Practical knowledge and understanding of CLF guidelines and design principles.
- Articulate, conscientious, organized, motivated, attentiveness to detail with the ability to work autonomously or as a team member in a deadline-driven environment.
- Strong, mature inter-personal, project management and customer service skills. Excellent oral and written communication skills.
- Completion of a one-year (2001) diploma course in web design, marketing and e-commerce technologies.
- Enthusiastic researcher of all facets of emerging and relevant web related technologies.

I am actively pursuing a permanent or contract assignment where my services will add productive and creative value while also affording an environment that will challenge and motivate me to actively enhance my professional and technical skills.

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Robert McKenzie – CV

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Objective:

Designing and developing websites along with all facets of online communication, marketing, graphic design, digital photography, client interaction and the ongoing study of relevant and emerging web technologies.

Highlights of Skills:

- **Web site design and development** utilizing **XHTML, HTML, DHTML CSS, and CSS based layouts, JSP** pages, **JavaScript**, site optimization for search engines (**SEO**), usability, accessibility and web standards implementation.
- Experienced user of **Dreamweaver MX/CS , Homesite, and Photoshop** software.
- Knowledge and understanding of **CLF 2.0 guidelines and design principles.**
- **Search engine optimization, marketing and statistical analysis.**
- **Graphic design for web and print output** using **Adobe Photoshop and Fireworks.** Experienced user of **MS-Office Suite** and **Adobe Acrobat.**
- Advanced **digital photography and videography** skills.
- Experience with Content Management Systems – extensive knowledge of **Perforce Windows Client.**

Employment & Contract History:

Cognos-IBM Ottawa (contract): November 2007 - November 2008

Assignments: Maintenance of four secure websites supporting world-wide sales partners. Design and creation of JSP pages, include files, CSS navigational architecture, survey forms, graphic design for software flowcharts, banners, creation of special event micro-websites, design and distribution of email newsletters to sales partners.

Software - Programming:

Perforce, JSP pages, HTML, XHTML, CSS, JavaScript, Dreamweaver, Homesite, Photoshop, Eloqua, Word, PowerPoint, Acrobat.

Small to medium-sized business web design projects: 2004 - 2007

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Assignments: Gather client project requirements, offer recommendations and proposals. Design and develop websites using CSS layouts, optimize code structure for search engine indexing and fast loading, cross-browser

compatibilities, design of site graphics, Photoshop editing of images for web display, create digital images for site inclusion, research keywords and offer recommendations for editing content for search engines, set up of Content Management Systems for client use.

Software – Programming: HTML, XHTML, CSS, JavaScript, Dreamweaver, and Photoshop.

Picture This Photography, Kanata: August 2002 – June 2003

Assignments: Re-designed company website, created brochures, print ads and posters for school photography promotions, digital photo retouching for grad portraits.

Software – Programming: HTML, CSS, JavaScript, Dreamweaver, Photoshop, and InDesign.

Herzing College, Ottawa: 2001

Comprehensive full time web design course, incorporating web usability, marketing, e-commerce, project management, graphic design and various online technologies.

Capital School Photography: 2000

Contract photographer for Ottawa region schools. Duties included setting up lighting and backgrounds, arranging students for individual portraits and classes for group photos.

Electronic Language Communications: 1998-2000

Contract Audio Technician providing technical setup, maintenance and customer support for simultaneous interpretation services across Ontario and Quebec. Worked with hi-level government and trade union officials at various conference locations across Ontario and Quebec.

Education:

- **2008:** Ongoing personal studies of emerging web publishing technologies.
- **2001:** Full time IT course in Web Site Design - Herzing College, Ottawa; incorporating web usability, marketing, e-commerce, project management, graphic design and various online technologies.
- **1996:** Montana State University Film School selective courses.

Client & personal references available upon request

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