

Robert McKenzie - Represented by CREATIVE NICHE INC.

Cover Letter

Web designer-developer seeking short-term/long-term private sector or government contract assignments:

As a front-end web designer-developer utilizing XHTML/CSS construction, I build functional websites that enhance online efficiency and profitability. With over six-plus years of hands on experience with various web design projects I am currently self-employed designing, developing and marketing small business and non-profit websites.

Personal Portfolio website: <http://www.siteseen.net>

Education:

2001: Full time, 12 month IT course in Web Design - Herzing College, Ottawa;

2001-2010: On-the-job experience web design/development, contract or self-employed. Enthusiastic researcher of all facets of emerging and relevant web related technologies. Comprehensive knowledge and understanding of CLF 2.0 principles and guidelines.

Experience Criteria:

Small to medium-sized business web design projects

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

Cognos-IBM Ottawa: (12 month contract)

Maintain 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, creation and distribution of email newsletters.

Picture This Photography, Ottawa:

Re-design company website, create brochures, print ads and posters for school photography promotions, digital photo retouching for grad portraits.

Non-profit Event websites:

Design-develop websites, create promotional flyers-posters, create event secure registration pages, ongoing site maintenance

Conclusion:

I consider myself as having excellent inter-personal, project management and customer service skills and thrive either in a team or working autonomously. I'm looking to add value in a productive and creative environment while actively enhancing my professional and technical skills.

Enhanced Reliability Status # 95428905-0000829055

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Resume

Relevant 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.
- Comprehensive understanding of **CLF 2.0 guidelines**.
- Experienced user of **Dreamweaver CS, Photoshop** software.
- **Search engine optimization, marketing and statistical analysis**.
- **Graphic design for web and print output** using **Adobe Photoshop and InDesign**. Experienced user of **MS-Office Suite**.
- Advanced **digital photography and videography** skills.
- Experience with various **Content Management Systems**
- Comfortable with both **PC and MAC** platforms

Employment & Contract History:

2009-2010 - Current Assignments:

Creation of non-profit event and promotional websites including graphic design, programming and promotion.

<http://www.lepharedusommet.org> (beta)

Assignment: Gather client project requirements, offer recommendations and proposals. Design and develop French language new age spirituality resource in liaison with translator

Software-Programming: XHTML, CSS layout, contact form creation, search engine optimization, graphic design, email newsletter creation and marketing

<http://www.geolife-naturally.com>

Assignment: Gather client project requirements, offer recommendations and proposals. Design and develop site promoting innovative chemical-free organic garden additives

Software-Programming: XHTML, CSS layout, search engine optimization, graphic design, sales page, JavaScript

<http://www.deltabalance.com/index.html>

Assignment: Gather client project requirements, offer recommendations and proposals. Design and develop site for promotion of products to relieve back pain while standing

Software-Programming: XHTML, CSS layout, search engine optimization, graphic design, sales page, JavaScript

<http://www.cityfoursquare.org>

Assignment: Gather client project requirements, offer recommendations and proposals. Design and develop event registration website

Software-Programming: XHTML, CSS layout, contact form creation, registration options, search engine optimization, graphic design

<http://www.tslcanada.org/suottawa>

Assignment: Gather client project requirements, offer recommendations and proposals. Design and develop event registration website (bi-lingual)

Software-Programming: XHTML, CSS layout, contact form creation, registration options, search engine optimization, graphic design

<http://www.iamalchemy.org>

Assignment: Gather client project requirements, offer recommendations and proposals. Design and develop website to promote tithing for spiritual organization

Software-Programming: HTML, CSS layout, search engine optimization, graphic design

November 2007 - November 2008

Cognos-IBM Ottawa: (contract)

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:

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

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

View Portfolio at <http://www.siteseen.net>

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, 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 working with hi-level government and trade union officials at various conference locations across Ontario and Quebec.

Education:

- **2002 - 2010:** Continuous on the job experience plus personal research and implementation 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.

Enhanced Reliability # 95428905-0000829055

Client & personal references available upon request