

✉ jhamel@streetvisuals.com

☎ 778.999.7269

🐦 @streetvisuals

🌐 linkedin.com/in/jeffreyhamel

Objective

My goal is to contribute my detail oriented and creative skills to a competitive and growing company while utilizing and expanding my Interactive Design experience. To help build a positive and respectful culture while loving what I do.

Education

Multimedia Diploma/Capilano University
Graphic Design Program/Capilano University

Skills & Expertise

- UI Design
- Interaction Design
- Art Direction
- Creative Direction
- Graphic Design
- HTML / CSS
- Photoshop
- Illustration
- Icon Design
- Brand Development
- Photography
- UI Design
- Web Design
- Illustrator
- Wordpress
- Drupal

Talent Technology
Senior Graphic &
UI Designer
2011 - 2013

- Leading communication design, interactive design, and marketing campaigns related to existing products
- Working with product management and developers to improve and simplify search UI and results interface
- Developing and prototyping UI improvements to help flush out ideas for development
- Managing and producing brand guidelines producing templates for marketing for email campaigns and landing pages through Marketo
- Managing outside contractors to maintain and improve and develop Corporate website
- Designing trade show booths and collateral
- Brainstorming and creative guidance for new products and services

Pulse Energy
Creative Services
Web/Print/UI Design
2008 - 2011

- Responsible for effectively managing and designing web/print/interface design projects and tasks of varying complexities.
- Developing wireframe and prototypes for web and software applications.
- Designing web based marketing campaigns (web banners, CRM templates and targeted landing pages) to increase lead generation and product education.
- Managing the execution of online marketing, social media and website initiatives.
- Collaborating in an Agile software development team, working closely with development team to produce quick iterative designs.
- Extensive experience creating interfaces for web applications, build with XHTML, CSS, Javascript and PHP.
- Responsible for project managing, designing and the delivery of 2010 Winter Olympics Energy Management website (www.VenueEnergyTracker.com).
- Supervising contractors for development of external web project (www.VenueEnergyTracker.com).

ActiveState
Senior Designer
2007 – 2008

- Managed and executed the creation of online marketing and website initiatives to increase lead generation.
- Designed landing and touchier pages for Corporate website to help improve lead generation and usability.
- Defined site objectives with key stakeholders to clearly defining target audience.
- Worked closely with marketing team to develop sales and promotion materials.
- Designed and executed swag for promotion events and trade shows.
- Produced marketing material like POP displays and software packaging.
- Proactively maintained and improved corporate web site to keep content fresh and relative.

Teligence
Senior Web Designer
2006 - contract

- Designed and maintained corporate website as well as companies core 12 business websites.
- Managed and developed systems processes for web development for internal clients.
- Conceptualize, plan, design and produce a wide range of specialized graphic and/or illustrative material, to include multimedia concepts to support marketing plans, collateral and campaigns.
- Worked with developer to develop a promotional website with Ruby on Rails.
- Provided guidance and feedback on up and coming web trends to facilitate refreshing of core brands websites.

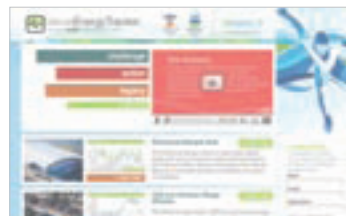
Canuck Place
IT/Website Coordinator

- Maintained, produced and organized website and third party fund-raising websites through 3rd party CMS.
- Designed marketing materials including direct mailers, email blasts, brochures, websites, presentations and other promotional items.
- Trained staff in trouble shooting general computers issues and protocols.
- Worked with the public and visitors to supply IT related services while visiting Hospice.
- Volunteered at fundraisers to support the facilitation of fundraising events.

Snap Shots



Pulse Energy



Venue Energy Tracker



ActiveState Software



Teligence



Canuck Place



Simple Efficient