Ticiana Andrade

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Profile: Web and motion designer and front-end developer, I am extremely passionate about travel, photography and web as they are challenging and allow for artistic expression and creative freedom. I have an excellent eye for design detail and I know when to respect the rules and when to break them.

With a good interpersonal and communication skills with individuals at all levels and a self-motivated learner, I'm able to multi-task and effectively prioritize and execute tasks in a high-pressure environment. I can summarize who I am in three words: concise, creative and compelling.

Objectives: Become a Web Designer / Front-end Develop for an online creative and communications web design agency that allows for career advancement and growth by engaging in new responsibilities while acquiring a diverse skill set related to web and interactive design. To be achieved by attending courses, completing self-paced training and collaboration in this field.

Language: English, French, Portuguese and Spanish.

Education:

2009 - 2012	DESS in Communication and Marketing	HEC Montreal
2004 - 2006	Bachelor of Communication and Advertising	PUC - PR

Additional certification:

2006 - 2007	Introduction to Web Development	CEFET - PR
2011 - 2012	Web Ergonomy	École Polytechnique de Montréal
2011 - 2012	Human-Computer Interaction	École Polytechnique de Montréal

Software experience:

Internet: HTML, XHTML, CSS, XML, Javascript, jQuery, MAMP, WAMP, Bootstrap, GitHub, TortoiseSVN, Mozilla Firefox, Google Chrome, Internet Explorer, Opera and Apple Safari.

Multimedia: Adobe Master Collection CC (Photoshop, After Effects, Dreamweaver, Flash, Illustrator and InDesign), Sublime Text 2, Brackets, Aptana, Source Tree, JIRA, Axure, Balsamiq, Magento Community, Drupal, Joomla, Wordpress, Zen Cart, Foundation 5, Bootstrap, SASS and Compass.

Platforms: Mac OS X Leopard, Windows Vista/XP and Terminal Services.

Corporate: Office Professional (Excel, Outlook, PowerPoint and Word) and OpenOffice.

Interests: Running, yoga, photography and travel.

Employment History:

Front-End Developer (freelance):

Nov 2013 – now   Equation – Sydney, Australia

Equation is a branding and visual communications agency focused on helping clients build value, growth and engagement through their brand.

Achievements: Using the latest technology, I had the chance to work on a range of interesting projects – from dynamic and responsive websites to email campaigns.

- Work closely with the design team to develop the most appropriate technical solutions
- Improve the usability and user interfaces, Wireframe (Balsamiq), UX/UI.
- Develop and carry out the design of web interfaces in valid HTML, CSS (LESS and SASS) and JavaScript (jQuery)
- Develop responsive design website using Foundation 5 and Bootstrap Framework
- Ensure all web pages meet W3C markup validation and cross browser compatibility testing

Front-End Developer (contract):

Jan 2012 – Sep 2013   Lolë Women – Montreal, Canada

Lolë stands for Live Out Loud Everyday - a philosophy that drives Lolë to offer innovative, feminine and functional collections for urban women with a genuine concern for people and products. Active wear inspired by well-being.

Achievements: Reporting to the IT Director, I had the mandate to fully participate in Lolë's web development. Being involved in the corporate strategy and by my knowledge and vision, help to build sustainable online brand presence. The result was an increase of 200% in online sales in the last two years.

- Work closely with the design team to develop the most appropriate technical solutions
- Improve the usability and user interfaces, depending on the initial design and technical specifications
- Keep informed of new technologies and find new ways to make your work better, faster and more efficient
- Develop and carry out the design of web interfaces in valid HTML, CSS (LESS) and JavaScript (jQuery)
- Integration with Magento Community 1.4.0 (E-commerce Platform) and Wordpress (Blog Platform)
- Ensure all web pages meet W3C markup validation and cross browser compatibility testing
- Create organic Search Engine Optimization (SEO) friendly web pages
- Work with GITHUB as source control systems
- Produce weekly HTML based e-newsletter
- Implement Google Analytics and Google Webmaster Tools for web based statistic gathering purposes

Web and Motion designer (contract):

Nov 2007 – Dec 2011   Bluerush – Montreal, Canada

Bluerush is a standard-setting digital marketing company that combines award-winning production and cutting-edge technology for online and mobile platforms.

Achievements: To increase client's online presence, we developed interactive videos and training modules for renowned companies in Canada: Manulife Group, London Life, Novartis, Interac, Bell, Brothers, Sunlife and CIBC.

- Produce motion mood boards/animatics, storyboards, sketching, motion studies, and other artifacts required to develop and evolve user experience designs and storytelling videos.
- Working with Art / Motion Directors to design and build compelling high quality animations and video productions.
- Edit, compress and optimize video and audio content
- Design website to a commercial standard using current best-practice web techniques

Web Designer and Web Developer (freelance):

Jan 2011 – May 2011   Luha Boutique – Montreal, Canada

Luha Boutique is a fashion house based out of Montreal -Canada. The company is a first class handbag, purse and wallet fashion boutique where all of our items are handmade.

- Brand and visual identity development and strategy
- Design and develop a commercial website using current best-practice techniques
- Implementation of Zen Cart E-commerce System
- Implement Google Analytics and Google Webmaster Tools for web based statistic gathering purposes

Web Designer / Front-End Developer (contract):

Jun 2005 – Sep 2008   Bom Jesus Group / FAE University – Curitiba, Brazil

Bom Jesus is an educational group that has been operating for over 100 years in Brazil, working on the Franciscans principles. This group is formed by Bom Jesus Colleges, FAE University, Lace Language Center, Viva Sports Academy and Value Brazil.

Achievements: Redesign the existing websites to a commercial standard using current best-practice web techniques, usability aspects and UX/UI design. Implementation in a web content management software, based on Java and XML templates, which increase the website performance and allowed more online flexibility in all departments. The project helped to modernize the University's image and increase online admissions.

- Build web sites with clean, commented, and efficient source code, with a precise sensitivity to interface design, download times, and application requirements.
- Work with TortoiseSVN as source control systems

References available upon request