Logan Biesterfeldt

Calgary, Alberta, Canada

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in linkedin.com/in/biest   https://1biest.github.io/cv/

Summary

- Builder of landing pages and dashboards with thoughtful details to convey an understanding of complex blockchain operations utilizing CSS3 animations and Javascript libraries/frameworks.
- Programmer of dashboards and data analytics to enhance business awareness enabling more effective marketing campaigns and agricultural operations.
- Producer of motion graphics and video content for educational tutorials and marketing initiatives.

Experience

Web3 Front-end Engineer
Freelance
May 2022 - Present (3 months +)
Front-end development on web3 hackathons and bounties.

Motion Graphic Designer
stakefish
Oct 2020 - Present (1 year 10 months +)
- Production of a library of videos educating users about staking their cryptocurrencies with a validator.
- Creation of engaging social media content encouraging users to stake their tokens to increase the strength and resiliency of the protocols they invest in.
- Participating in the rapidly developing Ethereum, Cosmos, and Solana ecosystems, including DeFi, NFT's, DAO's, and metaverse.

Motion Graphic Designer
f2pool
Oct 2020 - Present (1 year 10 months +)

Social Media & Video Production
Artrageous Advertising
Dec 2019 - Oct 2020 (11 months)
- Production of social media marketing content with focus on organic engagement and growth.
- Photography, video production, and graphic design are used to bring energy to clients marketing strategy through creative campaigns.
- Analyze performance and industry trends to inform future marketing strategies.

Web Developer
Artrageous Advertising
Mar 2020 - Jul 2020 (5 months)
- Design and development new WordPress sites for a variety of companies and industries.

- Managing the library of hosted web accounts, and facilitating any design requests and updates.
- SEO strategy tools such as Google Analytics, Rank Active, and Google Data Studio.
- Web Project Management and communication with clients.

Operations
Flat Land Farms Inc.

Sep 2017 - Oct 2019 (2 years 2 months)

Tracking and analyzing of agricultural production data to influence business decisions and long term strategy. Watching commodity markets to inform grain selling strategy. Use of advanced agriculture technology and programs.

John Deere Operations Center
Climate Fieldview
Greenstar 2600/2630 Command Console

Web Developer
Davis Auto Group

May 2014 - Aug 2017 (3 years 4 months)

Produced successful marketing campaigns that exceeded expectations, became staple marketing initiative, and were copied by rival organizations. Produced small-scale projects independently, and worked as part of a team for more advanced concepts.
- Designed and developed landing pages and email marketing campaigns for a variety of promotions while staying on brand.
- Developed advanced marketing media content distribution systems across 8 dealerships.
- Engineered custom data analytics dashboards to enhance insight and productivity.

Motion Graphic Designer
Davis Auto Group

May 2014 - Aug 2017 (3 years 4 months)
- Produced video marketing materials for the Davis Automotive Group and its subsidiaries and partner companies.
- Graphic Design for Display Ads, Social Ads, Web, Print, Vehicle Wraps, Billboards, Window Vinyl.
- Utilized photography and live video filming with talent, green screen production, 2D and 3D motion graphics.
- Ensured video message was on brand and that it accentuated the marketing promotion.
- Produced content for a variety of platforms, including Social Media, YouTube, and In-store Displays.

Marketing Graphic Designer
Davis Pontiac Buick GMC

Apr 2013 - May 2014 (1 year 2 months)

Duties include graphic design, video production, video editing, motion graphics, web design, and print media design. Production and implementation of marketing campaigns for a variety of target audiences and initiatives with tight deadlines.

Website Designer

McMan Youth, Family and Community Services Association of Calgary & Area
Jul 2012 - Mar 2013 (9 months)
Designed web and print media content for Drop'n Beats and Ignite UR Spark youth programs.

Education

The University of Lethbridge

Bachelor of Fine Arts (BFA), New Media

2007 - 2014

The experiences that I had at the University of Lethbridge provided me with both personal growth, and the development of the skills necessary to pursue design and digital media production.

Licenses & Certifications

Pilot Certificate - Small Remotely Piloted Aircraft System (RPAS), Visual line-of-sight (VLOS) - Transport Canada
PC1915720391

Skills

Ethers.js • Blockchain • Ethereum • Graphic Design • Web Design • After Effects • Front-End Development • React.js • Photography • Material-UI