


# FRÉDÉRIC DESMARAIS

## FULL-STACK WEB DEVELOPER

### CONTACT

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### EDUCATION

LE WAGON BOOTCAMP  
Oct. 2020 - Apr. 2021  
**Full-Stack Web Dev**

COLLÈGE SALETTE  
AEC, 2010 - 2011  
**Graphic Design**

### TECHNOLOGIES

HTLM / CSS  
Bootstrap / Sass / Less  
JavaScript ES6  
Ruby on Rails  
React.js  
Git / GitHub / GitKraken

### PRACTICAL SKILLS

UI / UX  
Responsive Layout  
Accessibility (WAI-ARIA)  
Agile methodology: Jira  
and Confluence  
SEO

### ABOUT ME

Senior creative designer with 7 years of progressive experience in web design; creating websites, mobile applications and interactive ad banners. Passionate about practical design and optimization, I am always striving to push the envelop and maximize the tools at my disposal.

These experiences combined with the knowledge learned in a Full-Stack Web Dev Bootcamp have equipped with skills and competencies required to excel as a Web Developer.

### EXPERIENCE

BELL MEDIA 10/2017 - *present*  
**Senior Creative Designer**

- CMS maintenance and web-tool optimization for Bell Media's radio stations sites, including content queries, layout templates, app integrations, documentation and more.
- Develop automated mailing system campaigns (HTML, CSS), including external content retrieval, data-base segmentation and leveraging scheduled reports to provide performance insights.
- Design visual campaigns related to promotions, contests, marketing, events. etc. (digital and print).
- Create graphic and motion design systems, templates and prototypes with Figma, Photoshop, AfterEffect and more.
- Collaborate with the development team to test and optimize new releases, accessibility, and ensure the quality control of our sites and applications.
- Managing JIRA and Confluence project workflows as well as statistical analysis.

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## DESIGN SOFTWARE

Photoshop  
Illustrator  
InDesign  
After Effect  
Adobe XD  
Figma  
Sketch

## LANGUAGES

French - Mother tongue  
English - Fluent

## EXPERIENCE (CONTINUED)

TINK AGENCY 03/2017 - 10/2017

### Web Designer

- Design websites and mobile apps, interactive prototypes, wireframes, ad banners, motion design, and illustrations.
- Technologies : HTML5, CSS3, JavaScript, Axure, Sketch, InVision.

YELLOW PAGES 06/2016 - 03/2017

### Web Designer

- Design and develop responsive websites of 3 to 20+ pages for small and medium businesses across Canada. Develop original concepts adapted to client's needs and tailored to their style and preferences and ensuring a fluid user experience.
- Technologies : HTML5, CSS3, jQuery.

SAY MEDIA 05/2014 - 06/2016

### Web Designer

- Rich media design including animation and integration. Develop and design interactive and extensible ad banners with small web applications (drag and drop, galleries, forms, games) as well as digital marketing campaigns.
- Technologies: HTML5, CSS3, JavaScript.