Geneva Armstrong
Web Designer & Front-End Developer

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I'm fascinated by every corner of client-side web development and love working with like-minded people. I stay flexible in this dynamic field by focusing on beautiful results moreso than which tools I'm using.

Skills

HTML & CSS

- Keeping up-to-date with CSS3/HTML5 best practices
- Fluently using CSS pre-processors (Stylus, Sass, LESS) and post-processors (PostCSS, Autoprefixer, etc.)
- Assuming a responsive workflow with a preference for mobile-first strategies
- Using HTML pre-processors and templating engines if/as needed (Jade, Haml, EJS, Handlebars, etc.)
- Designing mockups/prototypes in-browser

JS

- Recognizing and applying classic object-oriented design patterns with consideration for the particular features of JS
- Debugging via browser-based developer tools
- Learning and adapting to different MV* frameworks/libraries based on the needs of the project (Backbone.js, AngularJS, Knockout, Sails.js, Mithril, jQuery, Vanilla JS, etc.)
- Working within a Node.js environment
- Using build tools (Gulp, Grunt, Broccoli) for minification, watching, dependencies, testing, linting, etc.
- Reading about and experimenting with functional programming in JS (React.js, Elm, RxJS) and Haskell

Design

- Illustrating graphics, logos, icons, etc. using vector drawing software (Illustrator, Inkscape)
- Always considering Gestalt principles and fundamental rules of typography, colour and grids
- Lifelong practice editing photos and creating bitmap images (Photoshop)
- Working with SVG including interaction, viewports, transform matrices, masks, symbols, filters, etc.
- Eye for minimal, clean design with balanced whitespace
- Animating appropriately and creatively using CSS, JS/GSAP, SVG; learning Canvas, WebGL/Three.js, d3.js
- Creating and preparing print-ready files

Workplace

- Recognized excellent verbal and written communication with coworkers and clients
- Managing clients/projects/tasks with CRM software (Aptana, CapsuleCRM)
- Working alongside developers in PHP environments
- Using version control (Git, Github, Subversion)
- Designing/tracking email campaigns (MailChimp)
- Creating company brand material for print and web

Relevant Work Experience

Senior Web Designer
Real Estate Webmasters
2014-2015

Working closely with other designers and developers in a busy environment, I produced mockups and did front-end implementation of high-end real estate software and custom websites. As a highly valued member of the team I met with elite clients. Internally I produced company marketing materials and presented to my colleagues about new CSS features. I worked often with LESS, SVG maps, PHP and JS/jQuery.

Web & Graphic Designer
Autostraddle.com
2012-2014

I produced a variety of on-brand web graphics for a popular LBGTQ news website targeted at young, hip readers. I helped with the front-end implementation of a full redesign of their large-scale WordPress website.

Web Designer
Websites.ca
2011-2014

As one of two designers working for hundreds of small business clients across Canada, in addition to front-end work I did everything from DNS troubleshooting to writing WordPress themes to designing business cards.

Freelance Web & Graphic Designer
Various clients
Ongoing

Over the years I've done some freelance design and development work primarily for friends and family, such as making the logo for my friend's comedy tour and doing the website and invites for my sister's wedding.