Geneva Armstrong
Web Designer & Front-End Developer

204-955-9681
armstrong.geneva@gmail.com
ggarmstrong.github.io

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 while adapting to different tools/frameworks appropriate for each project.

Skills

HTML & CSS
- Mobile-first responsive workflow
- Strategic class/element organization to avoid CSS bloat/over-nesting
- Up-to-date CSS3 best practices (flexbox, @font-face, icon fonts, retina-ready images, advanced selectors, animations/transitions, no bitmap images for styling, rem units, etc.)
- CSS pre-processors (Stylus, Sass, LESS)
- CSS post-processors (PostCSS, Autoprefixer, etc.)
- Separate stylesheets using @import/@require
- Up-to-date HTML5 best practices (descriptive structural elements, audio/video, Canvas, aria roles, modern form elements, etc.)
- HTML pre-processors/templating engines (Jade, Haml, EJS, Handlebars, etc.)
- In-browser mockups/prototypes
- Browser/device compatibility

Javascript
- Object-oriented design patterns
- Up-to-date ECMAScript 5 and ECMAScript 2015/ECMAScript 6
- Various MV* frameworks/libraries (AngularJS, Backbone.js, Knockout, Sails.js, Mithril, Meteor, jQuery, Vanilla JS, etc.)
- JS pre-processors (CoffeeScript, LiveScript, Babel, lodash)
- Debugging via browser developer tools
- Node.js environments
- Build/automation tools (Gulp, Grunt, Broccoli) for minification, watching, dependencies, testing, modules, linting, etc.
- Interest in functional programming with JS (React.js, Elm, RxJS, Mithril) and Haskell

Design
- Eye for minimal, clean design with balanced whitespace
- Vector graphics, logos, icons, etc. (Adobe Illustrator, Inkscape, SVG)
- Gestalt principles
- Fundamental rules of typography, colour and grids
- Bitmap photo editing/illustrating (Adobe Photoshop)
- Advanced SVG (interaction, viewports, transform matrices, masks, symbols, filters, etc.)
- Appropriate, creative animation (CSS3, JS/GSAP, SVG; learning Canvas, WebGL/Three.js, d3.js)
- Print design experience

Office
- Web industry customer service/tech support experience
- Advanced WordPress.org
- CRM software (Slack + Base CRM, CapsuleCRM, Freshdesk)
- Version control (Git, Github, Subversion)
- IDEs (Atom, Eclipse, Brackets, Aptana Studio, Notepad++)
- Email campaigns (MailChimp, ConstantContact)
- Internal company brand material for web/print

Interpersonal
- Quick, independent learner/researcher
- Team leadership, bonding, collaboration, support
- Excellent communication in-person and over phone, email, chat, social media
- Public speaking/presenting
- Collaborating with PHP developers
- Meeting with clients

Relevant Work Experience

Senior Web Designer
Real Estate Webmasters
2014-2015

As part of a large and close-knit team, 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 and estimated new project deadlines/costs. Internally I made company marketing materials and presented to my colleagues about new CSS features. I worked most 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, web-savvy readers. I also did photo editing, post editing, transcribing, social media posting, etc. tasks in their large-scale WordPress environment.

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

Over the years I've done freelance web development, web design and print design work.