

## 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 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 LGBTQ 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.