James Harris
UI/UX Frontend Design & Development

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Qualification Profile

Over the last 3+ years I have worked in the role of Manager, Web Strategy at the University of Guelph. My main objective was to completely overhaul the look, feel and functionality of a major Canadian university's online presence using modern web technologies and a focus on AODA/WCAG compliance. The primary goal was to empower creators to execute the brand clearly and effectively on the web by providing a variety of tools which help ease the creation of accessible, mobile optimized and search engine friendly pages. I'm looking for opportunities as an individual contributor or as a senior team lead doing frontend UI/UX.

Career Experience

University Of Guelph

Manager, Web Strategy (Contract) — **October 2018 to March 2022**
Web Manager (Acting) — **January to October 2018**

- Lead a 4-person design and dev team handling day-to-day website maintenance and ensuring compliance with AODA/WCAG 2.1 Level AA compliance for our sites.
- Conceptualized and built the new University of Guelph web template. Created with a user-first focus, the site delivered a more accessible, user-friendly, mobile optimized experience for all students, faculty, staff and alumni.
- Championed the creation of the internal Web Guide and UI Kit, employing modern UI/UX best practices governing all online websites. This toolkit serves as the foundation for the University's next generation web presentation.
- Managed the creation of Javascript web components for the new University template. Using a platform agnostic approach, this streamlined the process for updating assets across a variety of technologies. The same code runs on WordPress, Drupal, ColdFusion and Gatsby web technologies.
- Regularly provided analytics research and analysis for various marketing campaigns
- Broadly deployed the SEO and CDN service Brightedge to over 200 university domains
- Developed a new, cohesive WordPress theme for the university intranet, guides, news and event pages. After launching this new template improved traffic 247% from the previous month and 14.25% year-over-year.
- Managed web development co-op students in overhauling the campus map, adding directions, way finding, custom points of interest and an improved mobile experience

Web/Graphic Designer (Contract) — **May 2017 to October 2018**

- Developed an AODA compliant, responsive site to feature the University's brand, social media and writing style guides using Bootstrap and WordPress.
- Member of the Web Accessibility working group
- Created all the branding, print materials and website for SummerFest 2018.

Lone Wolf Real Estate Technologies

Web Designer — **2010 to 2016**

Lone Wolf is a leader in enterprise real estate software solutions. My role worked directly with clients to craft new and modern looking websites that met their marketing needs. I was instrumental in guiding clients through the whole process from design concept to a fully coded website ready to populate with content.

- Designed, coded & launched over 60 websites for real estate brokerages across North America
- Built HTML5/Bootstrap UI/UX prototypes for next generation products
- Built an RSS powered monthly newsletter that had a 30%+ open rate, 10% better than industry average
- Established product logos and branding standards for the complete lineup of software
- Worked as part of an agile scrum team, providing design support for development
- Most read blogger with many articles picked up to be syndicated by RETechnology

Technical Skills

Languages
- HTML 5
- CSS 3
- Javascript
- jQuery
- React
- PHP
- Sass/SCSS
- NodeJS
- Classic ASP

Software
- Photoshop, Illustrator, InDesign
- Affinity Suite
- SublimeText
- Visual Studio Code
- GitHub
- Azure DevOps
- Figma
- Adobe XD
- Eleventy
- MS Teams / Slack

Content Management
- Wordpress
- Drupal

Web Technologies
- Bootstrap
- Brightedge
- SiteImprove
- Google Tag Manager
- Google Analytics
- Google Custom Search
- cPanel / WHM
- Pantheon Hosting
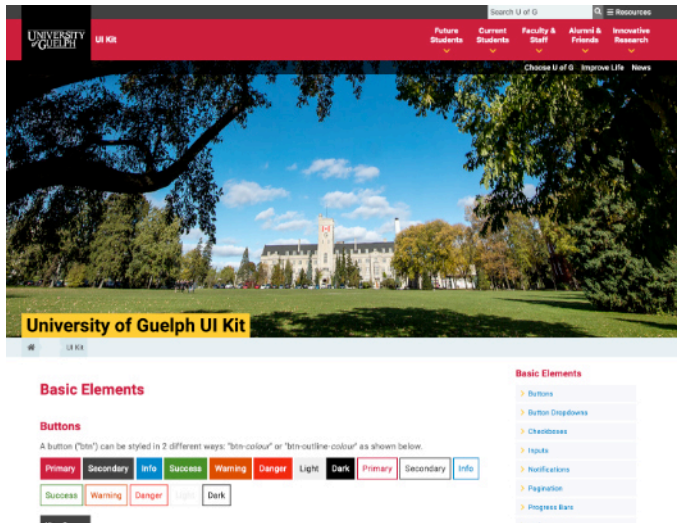- MS Power Automate
- O365 / Google Suite

Strengths
- Creativity
- Problem Solving
- Critical Thinker
- Fast Learner
- Versatile Skillset

Websites
- cbridge.ca
- uoguelph.ca
- slideaway.ca
- leadingresults.ca
- porticomagazine.ca

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Career Experience - Continued

The Read Book

Co-Owner/Designer   2010 to 2014

Modernized the look and feel of a local telephone directory by re-branding logos and page design, upgrading from 1 colour to full colour as well as bringing the book online. This project allowed for building experience in running a small business and engaging with local customers.

◎ Designed a 100 page local telephone directory
◎ Worked with over 100 advertisers for print and web publication
◎ Created and implemented an online presence for the book which aided in nearly doubling advertising sales year-over-year
◎ Coordinated with the sales team on promotion strategies

For a full employment history, check out my LinkedIn profile.

Education History

Graphic Design Diploma   **Durham College**

Speaking Engagements

Getting Stated Online - Creating A Small Business Website

University Of Toronto   2011

Taught a one day course for the Editors Association Of Canada that introduced concepts which included: working with a designer, getting hosting and running a WordPress powered website for a small business.

Smart Social Media Automation

Waterloo Wellington Web Makers   2013

Presented to a group of 25 web professionals from various organizations on how to create a workflow using Twools, Yahoo Pipes, IFTTT and Buffer to smartly filter and syndicate content to various social networks.

Other Projects

Cbridge.ca

Cambridge, Ontario   2016 - 2019

Designer, writer and photographer for a community blog designed to engage the social media space in Cambridge, Ontario by discussing local activities and promoting progressive ideas.

🔗 cbridge.ca   🔗 twitter.com/cbridgeca   🔗 instagram.com/cbridgeca

Ignite Popup

Cambridge Arts Theatre   2014

Volunteered for the inaugural Ignite event held in Cambridge by building a website, handling the majority of the event marketing, ticket sales and social media promotion. The first event was a smashing success with 12 guest speakers and over 100 attendees.

Technical Skills

Languages
◎ HTML 5
◎ CSS 3
◎ Javascript
◎ jQuery
◎ React
◎ PHP
◎ Sass/SCSS
◎ NodeJS
◎ Classic ASP

Software
◎ Photoshop, Illustrator, InDesign
◎ Affinity Suite
◎ SublimeText
◎ Visual Studio Code
◎ GitHub
◎ Azure DevOps
◎ Figma
◎ Adobe XD
◎ Eleventy
◎ MS Teams / Slack

Content Management
◎ Wordpress
◎ Drupal

Web Technologies
◎ Bootstrap
◎ Brightedge
◎ SiteImprove
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Portfolio Examples

University of Guelph UI Kit

Portico Magazine Redesign

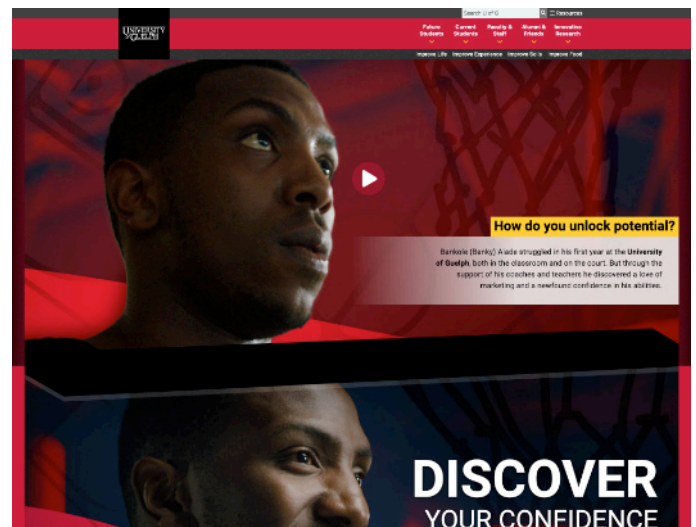### New Gryphus Web Template

Improve Life Campaign

Summerfest Branding/Website

University of Guelph Brand Guide