

JEFF MCKEAN

FRONTEND WEB DEVELOPER +

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SUMMARY

Experienced **Frontend Web Developer** with years of expertise developing user-friendly, performant, and responsive registration sites for clients in the **Real Estate**, **Resort**, and **Investor Relations** industries.

Notable and recent accomplishments include:

- Generating **over 7,000 leads** in the first year of launching a multi-lingual registration landing page, exceeding client expectations.
- Switching from a static PHP based site to Astro JS framework **improved page load times by 25%**.

WORK EXPERIENCE

P+B Marketing Ltd.

Frontend Web Developer / Web Admin

2013 to Present

Years of experience collaborating with clients in a positive working environment, simplifying technical considerations and problem-solving unique specifications that come with almost every project.

STATIC SITES

- Manage 8 - 12 client websites in-house
- Responsive, cross-browser/device-tested registration sites built in **PHP** and **Astro JS** SSG/SSR
- Multi-task numerous client projects and deadlines
- Custom design conversion from any format
- Custom page layout composition and transitions
- Web form integration with MailChimp API and Onyx Technologies
- GSAP parallax scrolling
 - ScrollTrigger, ScrollSmoother, SplitText
- Image colour correction, art direction, and optimization
- Cumulative Layout Shift Prevention
- Modern image formats (webp/avif) with jpg/png fallbacks
- Custom UI and UI framework integrations
 - Accordions, tabbed content, image banner carousels
 - Lightbox, modals, tooltips

ADDITIONAL SKILLS

Apply my background in **web design** and **multimedia** towards creating **visually compelling content**.

Recognize pixel-level shifts in detail, maintain a consistent and accurate representation of any design and layout across devices.

Comprehensive understanding of design fundamentals.

Find creative solutions to manage complex design requirements.

LANGUAGES

HTML5

CSS/SASS/Flexbox/Grid

JavaScript

jQuery

PHP

Markdown

TECHNOLOGIES

Astro JS

CMS

NPM/PNPM

GitHub/GitHub Actions

SFTP

SSH

Trello

SOFTWARE

Proficient in Mac & PC

Adobe Creative Cloud:

- Photoshop
- Animate
- Premiere Pro
- After Effects

- DOM manipulation
- Customized Google Maps API
- Responsive developer floorplans with information UI

CONTENT MANAGEMENT SYSTEMS

- Intermediate WordPress, Wix, Joomla, and flat-file skills
- Customized themes, templates, child themes
- Comfortable editing core function files
- WP Core/Plug-in version compatibility troubleshooting
- Ensure backups are functioning

HTML EMAIL CAMPAIGNS

- MailChimp API lead integration and email campaigns
- HTML emails with responsive two and three column stackable layouts
- Outlook conditional comment workarounds
- Tested in Litmus
- Deployed through MailChimp
- Post campaign performance metrics

HOSTING & DNS ADMIN

- WHM web and email hosting Admin
- DNS and Nameserver configuration and troubleshooting
- Company and client domains and hosted accounts
- SSL certificates
- Troubleshoot a dedicated server move while blacklisted during a transitional phase as one of my first responsibilities

ANIMATION & VIDEO

- Client video editing and modifications
 - Masking, looping, easing, and optimization for web
- Vector/bitmap banner Ad animations for web and social media
- Responsive landing page animations and videos with desktop and mobile versions

ACCESSIBILITY & SEO

- ARIA attribute states, labelling, roles, and accessibility compliance
- PageSpeed Insights/DevTools performance and best practices
- SEO reviews, descriptive metatags, keywords, titles, image alt tags
- Sitemaps

- Illustrator

Visual Studio Code

Handbrake Transcoder

Microsoft 365 Suite

TESTING

BrowserStack

Litmus

Postman

DevTools/PageSpeed Insights

Google Tag Assistant

Meta Pixel Helper

ACCESSIBILITY

ARIA Labelling

Semantic HTML

WAVE Accessibility Testing

Naming Conventions

Descriptive Alt Tags & Keywords

REFERENCES

Available on Request

EDUCATION

Ryerson University

Film, Video, Multimedia

OCAD

Fine Arts and Graphic Design

Sheridan College

Fine Arts and Graphic Design

- Organized site structure and naming conventions

THIRD PARTY SERVICES

- Google Cloud Platform Admin
 - Accounts & billing
 - Google Analytics setup, installation, and reporting
 - Google Tag Manager setup, installation, and integration with Facebook Meta Pixel
 - Cloud Run
 - App Engine
 - reCAPTCHA
- Microsoft 365 Admin & troubleshooting
- Zapier account config
- Cookie consent setup, integration, and customization