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 achievements 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 sites 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 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
Node.js/Nodemailer
CMS
NPM/PNPM
GitHub/GitHub Actions
Netlify CI/CD
SFTP
SSH

SOFTWARE

Proficient in Mac & PC

Adobe Creative Cloud:
- Photoshop
- Animate
- Premiere Pro

- 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, Netlify CI/CD
- DNS and Nameserver configuration and troubleshooting
- Company and client domains and hosted accounts
- SSL certificates
- Troubleshot 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
- Organized site structure, naming conventions, sitemaps

- After Effects
- Illustrator

Visual Studio Code
Handbrake Transcoder
Microsoft 365 Suite
Trello

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
Animation and Graphic Design