

JEFF MCKEAN

FRONTEND DEVELOPER & MULTIMEDIA SPECIALIST

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BACKGROUND

With a foundation in **Multimedia** and **Visual Arts**, I have a comprehensive understanding of the fundamentals of composition and design and apply principles from these disciplines towards **digital content creation**. I have years of experience working with all forms of media and carry this forward in the process of translating ideas into **visually compelling content**. I recognize pixel-level shifts in detail, maintain a consistent and accurate representation of any design and layout, and find creative solutions to manage **complex design requirements**.

MARKETING

My experience working for smaller marketing agencies as the principal **frontend web developer** and **multimedia specialist** has given me the opportunity to work on a diverse range of responsibilities related to **digital marketing communications**. From **coding custom designed registration sites** connected to cloud database systems, constructing and deploying **responsive HTML Email Ad campaigns**, conceptualizing **animations** for **web** and **social media platforms**, video post-production editing, effects, and compression, Google Cloud Platform integration, along with managing hosting, domains, DNS, and accounts for third party services connected with our company and client sites.

Additionally, I employ an array of resources towards **page-load performance**, **Accessibility**, and **SEO**, and understand the importance of testing and staying connected with current web development technologies.

I have years of experience collaborating with clients in the **real-estate development**, **engineering**, and **investor relations** industries, which includes simplifying technical considerations and problem-solving unique specifications that come with almost every project.

For work examples and more, please visit jmckean44.netlify.app

LANGUAGES & TECHNOLOGIES

HTML • SASS (Flexbox & CSS Grid) • JavaScript • jQuery • PHP • CMS • Astro JS • NPM • PNPM • GitHub/GitHub Actions • Visual Studio Code • SFTP/SSH

SOFTWARE

Proficient in both Mac and PC • Adobe Photoshop • Animate • Premiere Pro • After Effects • Illustrator • InDesign • Handbrake Video Transcoder • Microsoft 365 Suite • Trello

HOSTING / DNS

WHM • cPanel • GoDaddy • Netlify • DNS / Nameserver Mgmt. & Troubleshooting

TESTING TOOLS & PERFORMANCE

BrowserStack • Litmus • DevTools/PageSpeed Insights • Privacy Sandbox Analysis Tool (PSAT) • Google Tag Assistant • Meta Pixel Helper

ACCESSIBILITY

ARIA Labelling • WAVE Accessibility Testing • Site Structure • Proper Naming Conventions • Metatags • Descriptive Keywords • Alt Tags • Image Optimization • Cumulative Layout Shift Prevention

WORK EXPERIENCE

P+B Marketing Ltd.

Frontend Web Development & Multimedia Specialist
2013 to Present

P+B Marketing provides marketing services to clients in the real-estate development industry.

At P+B, I have been responsible for:

Websites & CMS

- Managing between 8 - 12 client websites in-house
- Multi-tasking between numerous client projects and deadlines
- Converting custom designs from Adobe Illustrator and InDesign into responsive, cross-browser/device-tested registration sites built in PHP and Astro JS SSG/SSR framework
- Content Management Systems (WordPress, Wix, Joomla)
 - Creating and modifying custom themes and templates
 - Maintenance and content updates

- Ensuring backups are in place and working
 - Troubleshooting WP Core and PHP/plugin version conflicts
- Webform integration with cloud database systems like MailChimp, Zoho Creator, and Onyx Technologies
- GSAP parallax scrolling
 - ScrollTrigger
 - ScrollSmoother
 - SplitText
- Image colour correction, art direction, and optimization with modern webp/avif formats and jpg/png fallbacks
- Custom page layout composition and transitions
- Custom UI and UI framework integrations
 - Accordions
 - Tabbed content
 - Image banner carousels
 - Lightbox, Modal/popup windows, Tooltips
- DOM manipulation
- Customized Google Maps
- Responsive developer floorplans with information UI, including customizing Mapplix floor plans components

HTML Email Campaigns

- MailChimp API and Zoho Creator lead management and integrated email campaigns
- Hand-coded HTML emails with optional two and three column stackable layouts
- Outlook conditional comments for maintaining an accurate design across devices
- Tested in Litmus
- Deployed through MailChimp
- Post campaign performance metrics

Hosting & DNS Admin

- WHM server management, security, web and email hosting set up and Admin
- DNS and Nameserver configuration and troubleshooting
- Managing company and client domains, web, and email hosted accounts
- SSL certificates

Animation & Video

- Client video editing and modifications

- Masking, looping, optimizing, 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 checks and best practices
- SEO reviews, descriptive metatags, keywords, page titles, and image alt tags
- Sitemaps
- Organized site structure and naming conventions

Third Party Services

- Google Cloud Platform
 - Accounts & billing admin
 - 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
- MailChimp company and client account management and API integration
- Troubleshooting company and client hosting-related issues, including managing a blacklisting and dedicated server move during a transitional phase as one of my first responsibilities

EDUCATION

Ryerson University	Film, Video, Multimedia (B.A.)	1995 - 2000
OCAD	Fine Arts and Graphic Design	1987 - 1989
Sheridan College	Fine Arts and Graphic Design	1986 - 1987