

# JEFF MCKEAN

## FRONTEND DEVELOPER +

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## SUMMARY

Experienced **Frontend 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 6,000 leads** in the first year of launching a multi-lingual SSG registration site, which exceeded client expectations.

## WORK EXPERIENCE

### P+B Marketing Ltd.

Frontend Web Developer / Web Admin

2013 to Present

Years of experience collaborating with clients, which includes simplifying technical considerations and problem-solving unique specifications that come with almost every project.

## Websites & CMS

- Manage 8 - 12 client websites in-house
- Used to multi-tasking numerous client projects and deadlines
- Converted custom designs from Adobe Illustrator and InDesign into responsive, cross-browser/device-tested registration sites built in **PHP** and **Astro JS** SSG/SSR
- Content Management Systems (WordPress, Wix, Joomla)
  - Modifying custom themes/templates (GeneratePress)
  - Maintenance and content updates
  - Ensuring backups are in place and working
  - Troubleshooting WP Core and PHP/plugin version conflicts
- Web form integration with MailChimp, Zoho Creator, and Onyx Technologies
- GSAP parallax scrolling
  - ScrollTrigger
  - ScrollSmoother
  - SplitText

## ADDITIONAL SKILLS

With a background in **web design** and **multimedia**, I have a comprehensive understanding of the fundamentals of composition and design and apply this experience towards creating **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.

## TECHNOLOGIES

HTML5	NPM/PNPM
CSS/SASS	GitHub/Actions
Flexbox/Grid	VS Code
JavaScript	SFTP
jQuery	SSH
PHP	Trello
Astro JS	

## SOFTWARE

(Proficient in Mac & PC)

Adobe Creative Cloud:

- Photoshop
- Animate
- Premiere Pro
- After Effects
- Illustrator

CMS (WP, Joomla, Wix)

Handbrake Transcoder

Microsoft 365 Suite

- 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 Mapplan 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 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

## TESTING

BrowserStack  
Litmus  
Postman  
DevTools  
PageSpeed Insights  
Google Tag Assistant  
Meta Pixel Helper

## ACCESSIBILITY

ARIA Labelling  
Semantic HTML  
WAVE Accessibility Testing  
Site Structure  
Naming Conventions  
Descriptive Image Alt tags  
Descriptive Keywords  
Image Optimization  
Layout Shift Prevention

## EDUCATION

### Ryerson University

Film, Video, Multimedia

### OCAD

Fine Arts and Graphic Design

### Sheridan College

Fine Arts and Graphic Design

- PageSpeed Insights/DevTools performance checks and best practices
- SEO reviews, descriptive metatags, keywords, page titles, 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