






# Melissa Taylor

## Web Developer & Designer

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## Education

**University of Toronto** Jan - April 2023  
Certificate of Completion  
Full-Stack Web Development

**Toronto Metropolitan University** August 2021  
(formerly Ryerson University)  
Bachelor of Arts, Media Production  
Dean's List 2020, 2021, TARA Award Finalist

## Skills

### Web Development

- HTML
- CSS
- JavaScript
- Typescript
- Github
- Node
- GraphQL
- React
- Next JS
- Gatsby
- Angular
- Express
- MySQL
- MongoDB

### Design

- UX/UI
- Graphic Design
- Web Design
- Blender
- Unreal
- Figma
- Photoshop
- After Effects
- Illustrator
- Dimension
- InDesign

### Other

- Copywriting
- Email Marketing
- Microsoft Office
- MailChimp
- Hubspot & other CRMs

## Certifications

**Hootsuite** Social Marketing & Management Certification

## Work Experience

**Web & Digital Media Coordinator** Toronto, ON  
**Canadian Institute of Steel Construction** Oct 2022 - Jan 2023

- Developed a comprehensive web and digital media marketing strategy for a government grant program, including designing and managing website content, and producing multimedia advertisement content.
- Liaised with print houses, billboard companies, and other vendors to negotiate pricing and ensure timely delivery of promotional materials.
- Collaborated with stakeholders to ensure that all media materials meet branding and messaging guidelines of both the CISC and the government.
- Analyzed data and metrics to evaluate the effectiveness of media initiatives and make recommendations for improvements.

**Senior Marketing Specialist** Markham, ON  
**Optimize Wealth Management** Sept 2021 - Jul 2022

- Designed and created public website and internal web portal for the company using UX/UI concepts and front-end coding.
- Managed projects with Hubspot CRM and integrated various interactive investor service tools.
- Created graphic and motion assets, 3D mock-ups, edited videos, and wrote copy for the company's social media and websites.
- Collaborated with CEO and key stakeholders to shape brand strategy and define user requirements.
- Created and oversaw the development of various marketing campaigns that led to substantial business growth throughout my tenure.

**UX Assistant** Toronto, ON  
**Dr. Roozbeh Manshaei - Senior Bio-Informatician** Jan - Jun 2021  
**Ted Rogers Cardiac Genome Clinic**

- Using UX/UI concepts, collaborated with research team to fully understand the needs of the end user and the goals of the research team.
- Utilized Blender, Fusion 360 and Unreal Game Engine to design and execute, from thousands of 2D data points, a 3D user experience which allows users enhanced and more effective data visualization and manipulation capability.

**Freelance Digital Designer** Toronto, ON  
**Self-Employed** 2018 - now

- Agile project management for efficient and high-quality deliverables.
- Mobile-first design expertise with a focus on responsive layouts.
- Diverse client portfolio spanning various industries and deliverables such as web design and development, graphic design, video, 3D, copywriting, podcast production, and UX/UI consulting.