613 410 9790
robe.od@gmail.com

Rob O'Donnell

Specializations
—

) Brand development

) UX / Web design

) Front-end development

Skills
—

) Conceptualizing, stragizing brand values and brand identityto meet the needs of clients and position brand strongly in target market

) Organizing information architechture for high quality user experiences

) Design responsive, interactive web experiences from wireframes to high-fidelity prototypes

Assets
—

) Strong typographic background

) Able to translate mockups to fully coded front-end websites

) Not the worst guy to drink a beer with

Technical Skills
—

) HTML5, CSS3, Javascript, JQuery

) Sketch

) Creative Cloud - Ai, Ps, Id, Xd, Lr, Ae

Work Experience
—

Nesta Holding Co - web designer / front-end developer (2017 - present)

) Designed responsive layout for website CannabisWheaton.co

) Coded website from start to finish

) Designed and created assets and interactions for the website

Freelance design (2014 - present)

) Led several brand identity designs as well as rebrands

) Designed and developed websites (front-end only)

) Designed as well as managed several Shopify stores

) Built lasting professional relationships with clients

FarmLead - graphic designer (summer 2017)

) Worked with marketing department to develop a more complete, well-rounded brand identity

) Created graphic assets for ad campaigns, email templates, marketing materials

) Designed responsive layout for new website

) Led front-end development of new website

Algonquin College - teacher's assistant for web development level 2 (2016)

) Assisted students in-class to understand lessons

) Provided one-on-one tutoring outsite of class

Education
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Algonquin College Graphic Design Diploma

) 2014 - 2017

Ontario Secondary School Diploma

) 2010 - 2014