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| **Sali Safi**  [**sali\_safi@yahoo.com**](mailto:sali_safi@yahoo.com)  **salisafifm@gmail.com** | **(416) 434-6324**  **Thornhill, ON L3T 2E9** |

# Profile

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* 5+ years’ experience in developing Responsive and Accessible Enterprise-scale web sites, application and e-newsletters.
* Deep understanding of core web fundamentals: HTML, CSS, JavaScript, System Development Life Cycle (SDLC), SEO, UX/UI, responsive development, and accessibility standards (WCAG 2.0).
* Strive for perfection in developing multi-platform deliveries, such as desktop, mobile, tablet.
* Comfortable working with templating engines, such as Mustache and ejs
* Excel in working with web content management systems, namely OpenText, WordPress and Drupal
* Good experience working in the fast speed Agile Development Environments.
* Perform with consistent accuracy in practicing best web design principals
* Ability to work effectively as a team member and independently in a fast speed Agile Development.

# Technical Skills

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| System Analysis and Design: | OOP, SOA, SEO, TDD, OOD |
| Programming Languages: | C, C++, Java, PHP, DOM (API Programming), ASP.NET |
| Data Modeling & Data Base: | Oracle, MS SQL Server, MySQL, MS Access |
| Web Development: | Java, PHP, HTML, HTML5, XML, CSS, CSS3, SASS, LESS, JavaScript, jQuery, AJAX, Bootstrap, Foundation, Web Experience Toolkit (WET), Bitbucket, Git/GitHub, WordPress, Gulp, Grunt, node.js, Confluence, Jira, Jekyll |
| Tools/Technologies: | Visual Studio 2017, GIT/ GitHub, Microsoft Team Foundation Server 2015, Macromedia Dreamweaver, Adobe Photoshop, Star UML, Rational Rose, Komodo, (WEM) Content Management System, Adobe test and Target Testing Experiences, Android Studio |

# Professional Experience

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# City of Toronto, ON – April1, 2017 to August 31, 2018

**Full-Stack Web Developer**

* Developing and maintaining the front-end and back-end functionality of websites/ web based applications.
* Using Adobe Test (Adobe Photoshop, Illustrator InDesign) and Target technologies to develop optimized web pages to enhance user experience with utilizing jQuery, Angular JS, CSS3, HTML5, XML, JavaScript technologies.
* Use OpenText and WordPress as the content management systems
* Design, develop, integrate, test and implement fixes to production problems and enhancements to existing applications.
* Responsible for front end GUI development and implementation
* Work with other team members to cooperatively design, develop and deploy quality solutions in order to satisfy project objectives and client requirements.
* Developing responsive web designs, Advertising/Marketing E-mails.
* Comply with System Development Life Cycle methodology. Responsible for requirements, design, testing and deployment documents.
* Agile methodology for SDLC adherence to the latest W3C accessibility standards for Web Development.
* Cross-browser and devices testing for quality functionality development.

**Tools: SQL Server 2012, PHP, Ajax, jQuery, GIT, Grunt, NPM, Stash, JavaScript, Angular JS (1.5), CSS3, HTML5, XML, JSON, Bootstrap, Web Experience Toolkit, OpenText, WordPress and ejs**

# BMO Bank of Montreal, ON – Sept 2016 to March 31, 2017

**Front-end UI/UX Agile Web Developer - Digital Marketing Channels**

* Refactoring and enhancing existing web pages for Wealth, Insurance and Investments Line of Businesses to improve SEO, AODA, and UX at BMO using jQuery, JavaScript, Angular JS, Jira, Git/GitHub/Grunt, Node Package Management, Bower, Jira.
* Use JavaScript, HTML and CSS coding to modern W3C Web Standard for web based applications.
* Creating landing pages, campaign pages with different functionalities and components.
* Using Adobe Test (Adobe Photoshop, Illustrator InDesign) and Target technologies to develop optimized web pages to enhance user experience with utilizing jQuery, JavaScript technologies.
* Use OpenText and WordPress as the content management systems
* Working collaboratively with team members in the fast speed Agile Development Environment using Rally’s Kanban Board to manage Scrum meetings.
* Developing responsive web designs, Advertising/Marketing E-mails.
* **Tools: Foundation Framework, WordPress, Open Text Content Management system (WEM), V7, GIT/GitHub, Stash, HTML/HTML5, CSS/CSS3, XML, Angular JS (1.5), JavaScript, jQuery, JSON, node.js, Gulp, Grunt, NPM, Jekyll, OpenText, WordPress, Mustache and ejs**

# City of Toronto, ON – Sept 2015 to Sept. 2016

**Web Developer**

* Developing responsive web pages that comply with GUI front end development and implementation on AODA, and WCAG 2.0 Level AAA to refresh City of Toronto's Intranet site, using CSS/CSS3, HTML/HTML5, DOM, JavaScript, Ajax, jQuery, Bootstrap and WET technologies.
* Use JavaScript, HTML and CSS coding to modern W3C Web Standard
* Front-end development (jQuery, Angular JS, HTML, CSS3) for web based applications.
* Information Architecture (CMS redesign)
* Set code standards for HTML/CSS
* Developing and maintaining the front end and back end functionality of websites.
* Coordination with vendors/agencies on a variety of projects and Presenting projects/concepts to stakeholders at various level
* Using Adobe Test (Adobe Photoshop, Illustrator InDesign) and Target technologies to develop optimized web pages to enhance user experience with utilizing jQuery, CSS3, HTML5, XML, JavaScript technologies.
* Design and develop responsive template pages for newly created Intranet web pages.
* Enhancing User Experience (UI).
* Developing responsive web designs, Advertising/Marketing E-mails.
* Cross-browser, device and functionality testing.
* Analyzing, evaluating and recommending improvements to the Web Center’s projects.
* Training Web Centre staff to update their knowledge of the latest web development technologies such as HTML5, CSS3, Angular JS, and JavaScript.
* Agile methodology for SDLC adherence to the latest W3C accessibility standards for Web Development.

**Tools: SQL Server 2012, PHP, Ajax, jQuery, GIT, Angular JS, JavaScript, CSS3, HTML5, XML, JSON, Bootstrap, Web Experience Toolkit, Adobe Photoshop, Illustrator InDesign, OpenText, WordPress**

# Web Biz Discovery, ON – May 2014 to July 2015

**Web Developer - Flyermailer.com**

* Developing and implementing new web pages on GUI development and implementation
* Databases administrating
* Developing and maintaining the front end and back end functionality of websites.
* Participating in discussions with clients to clarify what they want.
* Designing prototypes for apps and websites (Web based applications)
* Creating logos, banners and buttons for websites. Writing cross-browser compliant HTML, CSS & JavaScript.
* Integrating workflow management solution support, web design technology, planning and project delivery
* Design, develop, integrate, test and implement fixes to production problems or enhancements to existing applications.
* Work with other team members to cooperatively design, develop and deploy quality solutions in order to satisfy project objectives and client requirements.
* Developing responsive advertising mass emails.
* Ensure consistency in coding standards.
* Comply with System Development Life Cycle methodology. Responsible for requirements, design, testing and deployment documents.
* Provide guidance to other team members on web development issues.
* Developing websites that have a consistent feel and look throughout all web properties
* Worked with web developers at various stages of development while helping them to keep the coding structure in line with latest W3C accessibility standards.

# Tools: Visual Studio 2012, MS SQL Server 2012, GIT, Ajax, Angular JS, jQuery, TFS 2013, JavaScript, CSS3, HTML5, XML, JSON, bootstrap, Photoshop.

# Education/Training

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**Computer Programming and Analysis – Advanced Diploma 2013 - 2018**

Seneca College, School of Information and Communications Technology - Toronto

GPA 3.9 / of 4.0

**Applied Surveying Engineering - Bachelor 2003 - 2007**

Shahid Rajee Teacher Training University, Tehran, Iran

**Civil Photogrammetry and remote Sensing - Diploma 2003 - 2005** Geomatics College of the National Cartographic Center, Tehran, Iran