

EDDIE POTROS

Senior Front-End Web Designer/Developer & Digital UI/UX Designer

eddie11.net | hello@eddie11.net | linkedin.com/in/eddie11 | behance.net/e11world

EXECUTIVE SUMMARY

With 18+ years in web design, I excel in leadership, teamwork, and delivering high-quality solutions under tight deadlines. Known for dependability, organization, motivation, and effective communication, I bring proficiency in modern technologies and best design practices, making me a valuable asset as a front-end web designer, specializing in visual, digital, and product design.

WORK EXPERIENCE

Lead Digital Media Designer Aug 2022 – Jul 2024 *CPA Canada Burnaby, BC*

- Crafted AODA-compliant HTML emails, ensuring accessibility and cross-platform functionality, with a modern touch and support for light/dark modes. Implemented new templates organization-wide, promoting a cohesive brand image.
- Revamped the website in collaboration with colleagues to improve accessibility and user-friendliness. The focus was on providing easy access to information for users and CPAs, aligning with AODA guidelines.
- Produced stunning 2D and 3D graphics, leveraging AI for some image editing and creation across various web, print, and social media materials. Spearheaded the rebranding of extensive conference materials.
- Designed and animated captivating 2D/3D motion graphics for diverse campaigns, including conferences, social media posts, online graphic ads, and videos.
- Edited and curated videos for various teams, employing our internal project tracking platform and collaborating through Microsoft Teams. Developed an enhanced workflow with structured templates to optimize daily processes.
- Captured engaging interview videos and event photography during a conference, producing compelling materials. Edited videos and utilized the captivating photos on video platforms and social media to promote our campaigns, enhancing online presence and sharing the insightful knowledge of our interviewed guests.

Senior Front-End Web Developer & Digital/UI/UX Designer Mar 2012 - Aug 2021 *Monark Group Surrey, BC*

- Designed & developed a responsive website which scored 100% performance in GTmetrix & 97% on Google PageSpeed. I used JS (GSAP) for animations/ interactions and Gulp for workflow automations.
- Developed & conceptualized a comprehensive UI/UX design strategy for a new e-commerce brand by planning & producing a high-quality style guide to ensure consistency through detailed wireframes, optimal flow diagrams, storyboards, prototypes, and enhanced mock-ups using Adobe XD & Figma. Then hand coded the site paying attention to micro interactions / animations & collaborated with the dev team to ensure correct implementation of final designs/layouts & optimized code for fast loading production ready site. Also created fantastic motion design video for the website presentation & other promotional materials.
- Built custom components using React for an e-commerce website while upgrading skills and updating workflows using Gulp, FramerMotion, Lottie SVG Animations, BarbaJS transitions, & GitHub file versioning.
- Designed & developed a fast-loading mixed WordPress & static HTML/SCSS site using PHP/JS templating system. Also created custom 3D product images used for a kiosk app showcasing the products at events.
- Produced a website using a custom WordPress theme template for a new brand which helped the business acquire licencing for new stores. Tech used, web cookies, signup forms, & a custom-made background video.

- Developed storyboards and produced motion graphics for a rebranded company to show new company vision/stats which helped attract more investors and also showed colleagues progress at company.
- Designed & built a web app for a personal chauffeur booking service which later changed to a ride sharing service/app with integration of custom themed Zendesk site. Also created graphics & video ads which attracted new signups during/after display at the Rogers Arena's main Score Clock & ProAd 360 displays.
- Saved the company thousands of dollars by implementing better practices for acquiring & organizing stock materials & continuously finding better web hosting solutions that fit current/future projects saving IT time.
- Designed & built many email templates & static/animated banner ads for a variety of advertising campaigns.

Front-End Designer/Developer & Digital/UI Designer Feb 2006 – Current *E11World (Freelance) Surrey, BC*

- Enhanced web experiences with light/dark mode, responsiveness with CSS Grid & Flexbox and optimize web pages for speed, scalability, accessibility, and SEO. Collaborated with clients & exceeded their expectations.
- Converted many custom designed UIs/wireframes & mock-ups to reusable & valid HTML/SCSS code.
- Designed visual imagery/animations across all digital media & websites and ensured that they align with clients' brand, vision, and artistic style. This helped the client gain new business consistently.
- Used excellent typography & color theory understanding to establish and build new clients' brands.
- Worked on multiple small to large print/graphic design projects including creating illustrations of new brand identities, logos, print media such as posters, business cards, flyers, labels, music album covers, & much more.
- Crafted engaging video content for web (YouTube/Vimeo), TV / broadcast channels, mobile, & social media.
- Directed, shot, and edited a variety of FUNctional commercial ads & a beautiful music video clip which utilized some visual effects & sound design. This attracted new business for clients and generated extra exposure.
- Photographed many products/events with composition, lighting, and surrounding background in mind for consistently excellent shots following best photo editing practices & image management solutions.
- Write and edit quality SEO friendly articles, blogs, headlines, & website copy saving the client time/money.

Web Designer/Developer & Digital/Multimedia Designer 2005 – 2010 *Other Companies Vancouver, BC*

- Helped founders optimize their dating app product & company brand through new designs & development.
- Redefined and established a brand-new look for an archives/library/museum software company including logos, small-large scale print materials, and re-designed the software & website to align with the new look. This helped the business gain new customers and have a full refresh of aging software with a unique style.
- Hand coded many dynamic, static, & interactive websites/games using WordPress, HTML/CSS/JS/PHP/XML and even built creative 2D Flash ActionScript2 XML games & animations with immersive audio experiences.
- Collaborated with design & dev teams to create dynamic websites for a 5-star hotel chain & a travel agency.
- Designed UI for 3 online memory & concentration games with stunning visuals & helped with QA testing.
- Designed many PURLs (personalized URLs) websites for Air Canada, WestJet, Marlin Travel, and Sears Travel.
- Crafted UI and full designs for an online dating app/website with a fresh look & feel starting with sketches.

SKILLS & ATTRIBUTES

- Hand code responsive HTML, SCSS, JavaScript & jQuery with knowledge in PHP, MySQL, XML, & React
- Use Figma/XD for UI/UX design, Jira & other online tools, also Microsoft apps, Git/GitHub & automation tools
- Use Adobe CC apps & work on PC/Mac. Use AI tools and time-saving desktop/web apps enhancing workflows
- Good knowledge of color theory & typography, besides traditional drawing/art skills that enhances creativity
- Use web animation tools such as GSAP/Lottie and CSS frameworks & implement accessibility and basic SEO
- Theme design and customization for (CMS) WordPress, Shopify, Webflow, and email marketing templates

- Use GitHub, NodeJS with Gulp, Yarn, Babel, & Markdown, Vercel/Netlify and many UI frontend frameworks
- Motion graphics design skills with attention to details & good understand of principals of animation. I use procedural animation techniques in Cinema 4D and Adobe After Effects with a forward-thinking workflow using motion graphics templates & re-usable elements. Seamless integration & workflow between AE/C4D
- Photographer, Videographer for commercial, products and many event types as well as content creator
- Cinema4D with some 3D modeling & node-based textures/materials & use Arnold/Corona/Octane renderers
- Musician/multi-instrumentalist (drums & percussion instruments, guitar, and piano/keyboard), Pro DJ that produces, remixes, mixes, and edits audio & music in many genres using Ableton, Cubase, & Adobe Audition
- Possess organizational and time management skills with the ability to work on several projects at once
- Have a passion for doing great creative work with the ability to learn, adapt, and apply new knowledge/skills quickly, in a fast-paced work environment. Accountable with strong work ethic & minimal supervision.
- Communicate proactively in 2 languages (English and Arabic) and have a great sense of humour. Seriously!

EDUCATION & ACCOMPLISHMENTS

New Media & Web Developments Senior Certificate (highest credit level then) Oct 2006 **BCIT** - Burnaby, BC

- Major clientele: Cineplex, Toyota, Air Canada, Marlin Travel, Best Western, TOIFA, and artist Keshia Chante
- Received a Communication Arts award in grade 12 at JCM High School in 2002 in Toronto, Ontario