

Barbara Vermeersch

Skillset

- Strongest with: Adobe Animate and Air; Actionscript; Adobe Photoshop; HTML5; CSS; Adobe Dreamweaver; Google DoubleClick Studio; Greensock Library
- Comfortable with: Javascript; Adobe Illustrator; jQuery; W3C Accessibility; WordPress; HTML Emails; Adobe Captivate; Adobe Media Encoder; Gulp
- Dabbled with: Adobe Edge; Adobe InDesign; Sass; Adobe After Effects; PHP; Bootstrap; Marketo

Employment Experience

Interactive Animation, Development & Design (Freelance & Contract)

Dec 2006 – present
Internationally

- Worked with DNA, TBWA, Hyde, Big, Ngāi Tahu, Christchurch City Libraries, Trimble Navigation, Leo Burnett, Cossette, and MacLaren
- iOS and Android App development using Adobe Air
- Responsible for the concept and development of online games and activities
- Concept, design, and animation for online media including Google DoubleClick Studio
- Provided art direction, design, and animation, as well as Captivate and HTML development for school age social e-learning programs
- Animation and template development for trade show presentations
- Customized wordpress templates for client sites both design and front-end development
- Overhauled html site-wide of a government organization to meet W3C accessibility standards

Interactive Tutor (Occasional)

Yoobee School of Design (Natcoll Design Technology)

July 2009 – March 2014
Christchurch, New Zealand

- Led class during a 4 week interactive module utilizing Flash and Dreamweaver
- Teaching introductory short courses in Dreamweaver with HTML/CSS and Flash
- Relief teaching for Illustrator, PHP, and After Effects and was invited as an industry guest speaker
- Evaluated course content and student work and made suggestions to improve learning outcomes

Multimedia Developer (Contract)

Trimble Navigation Limited

September 2012 – March 2013
Christchurch, New Zealand

- Designed and developed trade show presentations using Flash for international exhibitions
- HTML Email design, development and testing including mobile optimization
- Created templates for HTML emails and Flash presentations
- Designed branded desktop wallpapers, web banners, and web pages
- Time-lapsed video and other video production with Adobe Premiere including video optimization with Adobe Media Encoder
- HTML5 and Javascript web banners, interactive diagrams and 360 product spin using Adobe Edge
- Customized sites with Silverstripe and Dotnetnuke CMSs

Flash Designer (Contract)

Leo Burnett (Arc Worldwide)

June 2007 – May 2008
Toronto, Canada

- Responsible for the Flash animation and development of websites, games, and online media
- Client facing to present sketches/concepts, designs, and animation for projects
- Worked with Kelloggs, Proctor & Gamble, Toronto Tourism, Conagra Foods, and MinuteMaid brands
- Reworked outsourced developers files to assure deadlines and quality standards were met

Barbara Vermeersch

Interactive Art Director (Freelance & Full Time)
Cossette (Fjord Interactive)

Apr 2002 – Nov 2006
Toronto, Canada

- Responsible for concept, design, flash development, and testing of client projects
- Developed creative for online ad campaigns, websites, PDA graphics, and HTML Emails
- Worked with Bell, General Motors, Shoppers Drug Mart, General Mills, McDonalds, and Toronto International Film Festival clients
- Trained new employees on best design practices, software, and agency workflow
- Proven ability to handle multiple projects and assuring deadlines were met

Key Strengths

- Rapid learning curve for new software, coding languages, and technology
- Attention to detail and strong design sense
- Ability to conceptualize and generate ideas as well as follow an Art Director's descriptions closely
- Clear communicator and works well in a team

Awards

- Canadian Marketing Award 2008 in Online Advertising for Pop-Tarts Celebrity Campaign
- Applied Arts Award 2008 in Interactive Media for Pop-Tarts Celebrity Campaign

Education

Object-Oriented Flash Development Certificate
Humber College

Sept 2007 – Apr 2008
Toronto, Canada

- Developed games and applications using both AS 2.0 and AS 3.0

Multimedia Design Diploma
Durham College

1999 – 2002
Toronto, Canada

- Received Dean's Award for the highest grade point average of graduating class
- Covered a wide range of topics including databases, coding, animation, audio, video, 3D, and design principles