Barbara Vermeersch

Overview

Comfortable in a wide range of roles including: Design, Development, Animation, and Ideation. Experience creating iOS and Android Apps, Games, Banner Ads, Websites, Screensavers, Emails, Videos, Trade-show Presentations, and Digital Wallpapers.

Skillset

- Strongest with: Photoshop; HTML5; CSS; Javascript (Including Phaser framework and GreenSock library); Hubspot, Knak, Adobe Animate and Air; ActionScript; Dreamweaver; Visual Studio; HTML Emails
- Comfortable with: Illustrator; jQuery; W3C Accessibility; WordPress; Adobe Captivate; Adobe Media Encoder; Gulp
- Some Experience with: InDesign; Sass; After Effects; PHP; Marketo; Bootstrap

Key Strengths

- Quick study of client brands, software, and technology
- Attention to detail and strong design sense
- Ability to conceptualise and generate ideas
- Positive problem solver and keeps a sense of humour under pressure
- Clear communicator and works well in a team

Employment Experience

Interactive Animation, Development & Design (Freelance)   April 2002 – Present

- Worked with Christchurch City Libraries, Ngāi Tahu, Trimble Navigation, DNA, TBWA, Hyde, Big, Leo Burnett, Cossette, and MacLaren
- 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
- iOS and Android App development using Adobe Air
- Responsible for the concept and development of online games and activities
- Animation and template development for trade show presentations
- Customised Wordpress templates for client sites both design and front-end development
- Overhauled html site-wide of a government organisation to meet W3C accessibility standards
- Created emails, landing pages, and workflows using Hubspot and Knak marketing tools.

Multimedia Developer (Contract)   September 2012 – March 2013
Trimble Navigation Limited   Christchurch, New Zealand

- Designed and developed trade show presentations for international exhibitions
- HTML Email design, development and testing including mobile optimisation
- Created templates for HTML emails and animated presentations
- Designed branded desktop wallpapers, web banners, and web pages
- Time-lapsed video and other video production with Adobe Premiere including optimisation with Adobe Media Encoder
- Customised sites with Silverstripe and Dotnetnuke CMSs

Barbara Vermeersch

Interactive Tutor (Occasional)   **July 2009 – March 2014**
Yoobee School of Design (Natcoll Design Technology)   Christchurch, New Zealand

- Led class during a 4 week interactive module utilising Flash and Dreamweaver
- Teaching introductory short courses in Dreamweaver and Flash
- Relief teaching for Illustrator, PHP, and After Effects and an industry guest speaker
- Evaluated course content and student work to improve learning outcomes

Flash Designer (Contract)   **June 2007 – May 2008**
Leo Burnett (Arc Worldwide)   Toronto, Canada

- Responsible for the 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
- Assessed and remediated outsourced developers work to assure deadlines and quality standards were met

Interactive Art Director (Freelance & Full-time)   **April 2002 – November 2006**
Cossette (Fjord Interactive)   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

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 Actionscript Development Certificate   **September 2007 – April 2008**
Humber College   Toronto, Canada

- Developed games and applications using object-oriented principles

Multimedia Design Diploma   **September 1999 – April 2002**
Durham College   Oshawa, Canada

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