

# JEFF MIRANDA

## Designer & Full Stack Developer

- 📞 403 836 3338
- ✉️ me@jeffmiranda.com
- 🌐 linkedin.com/in/jeffmdesigns
- 📁 jeffmiranda.com

Enjoy using creativity to develop purposeful designs that meet the project's strategic marketing objectives. Love the design process and front-end development, and can jump in at any stage of the project including programming and account management.

## PROFESSIONAL EXPERIENCE

### Design Director & Full Stack Developer

*Machina Creative, Calgary, Alberta*

2000 – Present

Early freelancing grew into running Machina Creative, a small design studio with a loyal clientele of SMB. Developed and managed a variety of projects from websites and applications to marketing campaigns and corporate branding.

- › Directed the design and creativity for all web and print projects for multiple oil & gas, business services, and retail clients.
- › Created designs that fit into the client's overall communication and marketing strategy emphasizing narrative and driving the sales funnel.
- › Coded both front-end designs and back-end logic for all digital projects, which included database modeling, server setup, and content management setup.
- › Provided SEO through proper information architecture, setup analytics, and implemented metrics to measure digital campaigns.
- › Built long-term client relationships through integrity, great communication, and sheer charisma. Passionate about working with entrepreneurs and it shows!

### Web & Graphic Designer

*Divestco, Calgary, Alberta*

2008 – 2012

Part of a small marketing department that created digital and print campaigns for a variety of oil & gas products and services. Met and communicated with stakeholders and subject matter experts to properly create and execute marketing initiatives.

- › Created designs for all corporate and departmental marketing.
- › Created marketing campaigns for a variety of oil & gas products and services.
- › Managed front-end website design and development focusing on analytics and reporting on digital campaigns.
- › Created and managed corporate brand and collateral system.

## SKILLS

### DESIGN

- › Web & print design
- › Wireframing
- › User flow & UX
- › Illustration
- › Marketing campaigns
- › Corporate identities
- › Brand development

### DEVELOPMENT

- › Front-end coding of web designs
- › Back-end coding and web logic
- › Data modeling & design
- › Web host & DNS management
- › Analytics, goals, & conversions
- › Optimizing sales funnels & call-to-actions
- › SEO via information architecture

### ACCOUNT MANAGEMENT

- › Building client relationships
- › Communicating project timelines & expectations
- › Detailing functionality scope & requirements
- › Website launch & client orientations

### TOOLS

HTML5, CSS3, Sass, Suzy, Breakpoint, Javascript, JQuery, Grunt, PHP, MySQL, PDO, MODX, Wordpress, CodeKit, VS Code, Coda 2, SSH, BitBucket, GitHub, Google Analytics, Google Search Console, Google Tag Manager.

## HIGHLIGHTS

Once a website design was blatantly copied by my client's competition. It was flattering. A *cease and desist* letter changed that design pretty quick.

## EDUCATION

Completed two years of Comp. Sci. at UofA and two years of Visual Comm. at MRU. Have always been an autodidact. Currently learning Swift.

## REFERENCES & WORK

Available upon request. You can also visit my portfolio at [jeffmiranda.com](http://jeffmiranda.com) and my LinkedIn profile for client testimonials.