

GERARDO MERLO

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WEB AND MULTIMEDIA DESIGNER – E-COMMERCE GUI DESIGNER

SUMMARY OF QUALIFICATIONS/ACHIEVEMENTS

Experienced web and multimedia designer looking to contribute skills and knowledge, with over five years of experience in multimedia and web design. Work well independently or in a team setting, reliable, dependable with a positive attitude. In-depth knowledge of the web design life cycle and proficient in numerous software packages such as Adobe CS3, Microsoft Office and multimedia software (Camtasia, Flash Encoder, Final Cut, Adobe Acrobat). Skilled at understanding and translating customer needs and wants. Excellent organizational and management skills. Demonstrated competency designing in HTML, CSS and Flash. Working knowledge of PHP and JavaScript.

PROFESSIONAL EXPERIENCE

Best Buy Canada, E-commerce Future Shop Division, Vancouver, BC. (2008 - 2010)

– Web User Interface Designer

- Responsible for day-to-day e-commerce front-end updates (prices, product images, Flash banners etc.)
- Successfully designed and implemented 4 to 5 product articles using a combination of text, images, Flash and jQuery
- Designed and implemented web marketing pages – new products, contests, last minute offers, etc.
- Trained new employees on e-commerce tasks
- Named employee of the month from the e-commerce division

University of British Columbia, Continuing Professional Development and Knowledge Translation, Vancouver, BC. (2007)

– Web designer

- Successfully fulfilled a BCIT practicum (2 month period) which extended to paid contract work (additional 2 months)
- Provided technical support to staff on PowerPoint presentations and web site updates

Freelance work – Video editing, web and multimedia design (2005 - Present)

University of British Columbia (UBC) clients:

- Canadian Electroconvulsive Therapy Survey (canects.org) – Planned, designed and implemented organization's web site. Installed web file management system
- Dr. Iain Cleator, Professor Emeritus, The Cleator Clinic (haemorrhoids.ca) – Planned, designed, implemented and maintained doctor's web site.
- Faculty of Medicine, Office of Faculty Development – Developed a multimedia DVD to support the faculty in their quest to teach teaching skills to clinicians
- The Media Group, UBC – Improved web site functionality and organization. Successfully implemented an image gallery management system
- Project Services, UBC – Developed and implemented a flash presentation for department web site

Other clients:

- DDC Productions Inc. (Dotto Tech), Vancouver, B.C. – Video editing, YouTube video editing and promotion, ecommerce maintenance
- Ingles Individual Vancouver (International English School), Vancouver, B.C. – Planned, designed and implemented company's web site
- Gary J. Schweitzer, Massage Therapist, Vancouver, B.C. – Successfully improved previous teaching aid multimedia DVD presentation into a more robust flash application that included the use of video, images, text, and voice over
- TLS Financial Services LTD. – Planned, designed and implemented company's web site

Arquitectos de Software, Puebla, México (2004 - 2005)

– Project Leader

- Responsible for leading a group of 3 developers, 3 designers and several content experts on the development of a series of multimedia educational DVD's destined to preserve and teach 5 different Mexican native languages. Project founded by the government of Mexico.
- Promoted from project leader to multimedia department manager

Mexicana de Software, Puebla, México (2004)

– Web Designer

- Planned, created, launched, and managed corporate web sites and multimedia presentations for company clientele, with strong emphasis on design, usability, and information architecture
- Successfully developed the company's online presence by developing a web and a series of emails sent to company clientele
- Day to day office work (answering phones, setting up meetings, sending faxes)

In Class Student Agency, Vancouver, BC. (2001)

– Student Counselor

- Efficiently improved agency's printed marketing material through well-designed banners and flyers
- Provided counseling for Latino American students on ESL schools in Canada

Kim Okran International Studies Info Centre, Vancouver, BC. (2001 - 2002)

– Student Counselor

- Planned, organized and delivered a party which brought over 1600 students from different nationalities in order to promote the agency among international students and schools in the lower mainland
- Efficiently designed agency's promotional materials
- Provided counseling for native Spanish speakers looking for English schools and homestay
- Proposed and designed a magazine for a multicultural event fair held in Vancouver

EDUCATION

- **New Media Design & Web Development Senior Management Certificate (2006 - 2007)**
British Columbia Institute of Technology (BCIT)
- **Digital Multimedia Certificate (2002)**
Vancouver Community College (VCC)
- **Bachelor in Information Technology (1990 - 1995)**
Puebla Institute of Technology, Puebla, México