MICHAEL LUSCOMBE
web designer & developer

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INTRODUCTION

Hi, I'm Michael. I am primarily a Web Designer and Developer in Toronto, Ontario. I love to code and design responsive sites in HTML, PHP, CSS, JS, JQuery, Photoshop, Illustrator and Sublime Text. I am especially interested in narrative and perception as they relate to interactive design.

SOFT SKILLS

Over the last 20+ years, I've been involved in a number of diverse interactive productions. From live presentations, CD-ROM tutorials, and online corporate marketing from the earliest days of the internet to now. I've experienced selling a single line of products for multiple cycles, brand experience sites for service-based industries, community sites and moderation, and a large national brand with an active agile cycle and many partners and product groups to navigate and negotiate with.

Working solo, and with all sizes of teams has given me solid experience in estimating, designing and pitching projects, mentoring and managing designers and developers, and managing a site on an ongoing basis with new creative and features.

TECHNICAL SKILLS

‣ HTML 4/5, CSS2/3, SASS, always written in text editor (Sublime, Coda, etc.) for fully responsive sites.

‣ Javascript, JQuery, Modernizr, Velocity and other helper libraries.

‣ PHP, ASP 3, MySQL & MSSQL, GIT

‣ Adobe® Photoshop & Illustrator, use of SVGs for sites.

‣ 3D modeling, rendering and animation. (Intimate knowledge of Strata 3D products, good knowledge of Lightwave)

‣ Video editing in Premiere and After Effects.

‣ Flash animation & ActionScript, some print/prepress experience.

WORK HISTORY

SENIOR FRONT END DEVELOPER

BMO FINANCIAL GROUP
JAN. 2015 TO PRESENT

‣ Development of numerous landing pages, product pages and campaign email.

‣ Overhaul of insurance quote widget originally written in Angular back into JQuery and vanilla JS.

‣ Negotiating with product groups and digital managers to tackle multi-department concerns, such as limiting tracking load on pages and considering business value of page speed vs. the size of development and creative.

‣ Pushing the design and interactivity of online campaigns to increase user engagement and capitalize on modern technologies.

During my time at BMO, I helped develop many online campaigns and mailers, drove initiatives to improve the speed and reliability of the site as a whole, pushed for governance of third party tracking, and helped outline the tech stack and development methodology for the future of bmo.com.

My favourite part of working at BMO was helping other developers push themselves to exceed their capabilities and become positive and proactive forces within BMO.

LEAD WEB DEVELOPER

GOCACTUS INC.
MAY 2011 TO JAN. 2015

‣ Assessing client briefs and preparing a scope of work

‣ Interviewing the client or the account rep and getting a sense of the client's needs, brand identity and visual taste.

‣ Designing multiple sites for presentation

‣ Developing custom Wordpress themes in PHP, HTML and CSS

‣ Maintaining customer sites from month to month with new creative and content.

As Lead Web Developer at GoCactus, I worked closely with clients to develop lean, responsive, content-managed sites that exemplified ease of use and exceeded the businesses expectations. As a full-stack developer, I followed projects through from client meetings, scoping and estimating, wireframing and design, back and front end development, and post-launch support and maintenance.

WEB DEVELOPER & GRAPHIC DESIGNER

STRATA SOFTWARE /
CORASTAR INC.
2007 TO PRESENT

- ‣ Design of product logos, splash screens, printed box/DVD art.
- ‣ Created and maintained several iterations of company website.
- ‣ Weekly marketing bulletins, banners and special offer pages.
- ‣ Created and maintained community site.
- ‣ Designed and created a Wordpress based subscription tutorial site.

Although only full-time for 4 years, I've been working on StrataCafe and with Strata's staff for over 10 years. I've done everything from compiling visitor trends on Google Analytics to demoing software on trade show floors. I had a lot more opportunity to develop myself as a "jack of all trades" during this period of my career.

WEB DEVELOPER & GRAPHIC DESIGNER

ECLECTIC EVENTS INTL INC.
2005 TO PRESENT

- ‣ Several Generations of website design and development.
- ‣ Logos, business cards, postcards and stationery.
- ‣ Programs, tickets and Powerpoint shows for live events.
- ‣ Large formal vinyl dancefloors and other event assets.

WEB DESIGNER & DEVELOPER

SCIENCE INSIGHTS INC.
2006 TO PRESENT

I developed Science-Art from scratch with ASP and an MSSQL back end. Users have complete control over the appearance of their online gallery and profile. The admin has control over every aspect of the site. Features include the lightbox system, the search system, the multi-image contact forms, the persistent image stream and more.

WEB DESIGNER

TRIVEDI COMMUNICATIONS
2005 TO 2007

At Trivedi Communications, I was responsible for regular web banners, mailers and product-specific mini-sites for several Sara Lee brands: Wonderbra, Playtex, Hanes and others. I wrote copy, edited photos and was the sole web designer and developer.

GRAPHIC DESIGNER & INTERACTIVE DEVELOPER

BUZZ INTERACTIVE
1999 TO 2005

- ‣ Designed and developed internal brand website for Canada Trust.
- ‣ Oversaw brand deployment and internet marketing, including the internal brand marketing website during the consolidation of TD Bank and Canada Trust.
- ‣ Designed and developed all internet marketing (banners, mailers, minisites) for Canada Trust and TD Canada Trust.

EDUCATION

COMPUTER GRAPHICS
SENECA COLLEGE OF APPLIED ARTS & TECHNOLOGY
Graduated with Honours

CREATIVE ADVERTISING
DURHAM COLLEGE
Dean's List, High Honours

REFERENCES

Available upon request.