GREG **DAVIDSON**

# ::CONTACT::

gregdavidson.email@gmail.com

416.919.2063

Mississauga, ON

[My portfolio](http://www.juhmarstudio.com/gdavidson)

# ::EDUCATION::

Adobe LiveCycle Designer and Accessibility

Eliquo Training & Development Inc.

2012

Web Design, Development and Maintenance Certificate

Humber College

2009

3D for Design and Architecture

Humber College Certificate

1999 - 2000

Electronic Publishing Certificate

Humber College

1998 - 1999

Advertising and Graphic Design Diploma

Humber College

1996 – 1998

Design Foundation Certificate

Humber College

1995 - 1996

# ::DESIGN SKILLS::

Adobe Photoshop

Adobe Illustrator

Adobe After Eﬀects

Adobe InDesign

Adobe Premiere Pro

Adobe Live Cycle

InVision

# ::IT TOOLS::

Facebook/ Instagram

# HTML/HTML5

# CSS/CSS3,

# JavaScript/JQuery

# ::OVERVIEW::

Experienced Graphical UX/UI Designer excited to help expand the Brand Experience with optimal efficiency, simplicity, and functionality by delivering fresh creative’s that engages the consumers through Brand Recognition which has made me a valuable addition to creative teams throughout my career.

# ::WORK EXPERIENCE::

***Graphical UX/UI Designer*:**

**Juhmar Studio – Independent Contractor** June 2003 – Current

* Worked product marketing, social and creative teams to design marketing assets which improved ad and sale performance by 17% for Studio Clienteles
* Created graphic design standards for various brands initiatives which improved brand consistency for 4 Studio Clienteles and increase their sale profits by 10% of their projections
* Designed Graphical UX/UI Designs & mockups that are responsive from desktop to mobile devices
* Design and develop UI for interactive and intuitive PDF forms in Adobe Live Cycle ES2 Designer with JavaScript functionality with custom validation scripts and AODA
* Perform digital and traditional photographical imagery services for event and documentation

**Web Developer: SciCan Ltd.** March 2017 – June 2017

* Amend update of website content as well as modify, enhance and/or create new web pages using Wordpress Multi-deployment site tool
* Restructured php template and CSS styling for the company’s Wordpress theme
* Connect Google Analytics to the Multiple sites in Wordpress Multi-deployment site tool

***Sr. App Developer*: CIBC Forms Management** Oct. 2012 - Nov. 2015

* Conduct analysis of client requirements to update, modify, enhance or create new forms
* Convert Microsoft Word documents to interactive Acrobat PDF forms.
* Design and develop UI for interactive and intuitive PDF forms in Adobe Live Cycle ES2 Designer with JavaScript functionality with custom validation scripts and accessibility (AODA).
* Managed the deliveries of multiple projects while adhering to companies brand standards, legality and policies

***eForms Analyst and Develope*r:**

**Services Ontario – Toronto** Sept. 2011 - May 2012

* Convert Microsoft Word documents and Indesign documents to interactive and intuitive PDF forms in Adobe Live Cycle ES2 Designer with JavaScript functionality and custom validation scripts
* Implementation of AODA on PDF and web forms while applying JAWS testing tools used for AODA
* Managed multiple project deliverables while adhering to companies brand standards, legality and policies

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# ::IT TOOLS::

Facebook/ Instagram

# HTML/HTML5

# CSS/CSS3,

# JavaScript/JQuery

# ::WORK EXPERIENCE:: *continues*

***Graphic Designer*:**

**Create A Treat – Brampton** July 2010 - Oct. 2010

* Assisted with packaging design and concepts layouts with Adobe Photoshop, Illustrator and Adobe Acrobat
* Re-design of Company websites using Flash, HTML, CSS, JS, JQuery,

***Graphical / Web Designer*:**

**LG** **Electronic Canada - Mississauga** June 2006 - Jan. 2008

* Worked on in-house content management system
* Convert and Repurpose Flash Microsite for product launch with promotional flash and static web banners
* Design, and develop marketing materials for print using Adobe Photoshop and Adobe Illustrator
* Involved with developing media campaign using social media Facebook, Twitter and YouTube
* Increased customer awareness and sale profits by 20% of the company’s projections
* Conducted meetings to review project process with client groups
* Adhering to brand standards and best practices

***Graphical / Web Designer*:**

**Crown Graphics - Toronto** Jan. 2000 - Oct. 2003

* Design promotional marketing print materials along with flash and static web banners
* Created UX/UI design & mockup for desktop websites and Flash base microsites
* Provided Front-end mockup development using Flash HTML, CSS, JavaScript and JQuery