



# Web Developer – Digital Agency

**SALARY RANGE (2017):** \$68,000–\$84,000

I design the face of organizations. A website must not only be functional, but attractive, too. I understand the importance of balancing simplicity and convenience with complexity and detail to keep a website helpful to both advanced users and beginners. I know how to write scripts to work behind the scenes, scripts to run the actual presentation seen by the user, and database technology that keeps things running smoothly and efficiently, all hidden beneath a design that is aesthetically pleasing and interesting.

**The Tip:** Refine your skills through volunteering in your community. This is an accessible way to build evidence that you can do what you say you can do. If you can prove it, someone will hire you to do it. Community participation also provides you with rich contextual experiences that could impact your ability to meet diverse audience needs.

## PRIORITY KNOWLEDGE AND SKILLS:

<b>Technical Knowledge &amp; Skills</b> <ul style="list-style-type: none"><li>• User experience &amp; design sense</li><li>• Search engine optimization (SEO), marketing &amp; social media</li><li>• Web server administration</li><li>• Project management</li></ul>	<b>Tools and Languages</b> <ul style="list-style-type: none"><li>• HTML5, CSS3</li><li>• PHP, ASP.NET, Java, Perl or C++</li><li>• JavaScript, Ajax</li><li>• Design software (e.g. Adobe Photoshop, Adobe Illustrator)</li></ul> <b>Certifications</b> <ul style="list-style-type: none"><li>• Google Analytics Individual Qualification (IQ)</li><li>• Adobe Certified Expert (ACE)</li><li>• Microsoft Certified Solutions Developer (MCSD)</li><li>• Zend Certified PHP Engineer</li><li>• Certified Web Development Professional</li></ul>
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## BUILDING BLOCK EXPERIENCES:

<b>Education &amp; Learning:</b> <ul style="list-style-type: none"><li>• Bachelor of Fine Arts (graphic design) and Bachelor of Computer Information Systems (double major)</li><li>• Completed Microsoft Certified Solutions Developer program (MCSD)</li></ul>	It's rare to have a double major in both the fine arts and CIS. It was a long haul in school, but this combination is my unique value proposition. Every job interview I've had since graduation has started with the question, "tell me what drove you to do a double major in the fine arts and CIS?" This has been a very strong edge for me; employers value my qualifications and see the relevance to web development.
<b>Employment Experiences:</b> <ul style="list-style-type: none"><li>• I did freelance graphic design while in high school and university</li><li>• Completed an internship at a small marketing agency as a graphic designer. Did a second</li></ul>	My training and experience taught me to be flexible and thrive within ambiguity. I got comfortable with a fast-paced environment with high potential for the unexpected. My experience allows me to have feet (and respect) in the

<p>internship with the agency as a web developer during my CIS degree.</p> <ul style="list-style-type: none"> <li>• Worked as a student research assistant with a professor studying human-computer interaction. Co-authored a paper with my supervisor.</li> <li>• Following graduation, I became the lead web application developer for a larger agency in town. Most clients are medium and large businesses across different sectors.</li> </ul>	<p>VERY different worlds of graphic design and programming. I have the credentials and experience to be able to go deep and challenge my colleagues in their language. Very few people can do this.</p>
<p><b>Community Experiences:</b></p> <ul style="list-style-type: none"> <li>• In university, I was a member of <a href="#">CS-Can/Info-Can</a>. This was an excellent forum for those pursuing research in technology.</li> <li>• On board of directors of <a href="#">Beakerhead</a>. The festival is a mash-up of arts, science and engineering.</li> </ul>	<p>Getting involved in Beakerhead in its first year was huge for me. It allowed me to find “my peeps.” Year 1 was like literally starting a new business, and the professional and personal network I developed from this was invaluable. Not a day goes by where I don’t learn something new.</p>
<p><b>Contextual Experiences:</b></p> <ul style="list-style-type: none"> <li>• I live in two worlds and need to speak to very different audiences. To support this, in university I created a transmedia-style portfolio which included video, graphic design, a podcast-style interview, a short story, a print ad, a colouring book and a personal brand book.</li> </ul>	<p>My ability to use multimedia technology in web development was instrumental to preparing and constantly updating my transmedia portfolio. Organizations are constantly seeking more effective ways of reaching their respective audiences by hiring professionals who have diverse backgrounds, interests and preferences.</p>
<p><b>Relationships:</b></p> <ul style="list-style-type: none"> <li>• Belong to a creative group of friends interested in film, music, writing, design and art</li> </ul>	<p>My friends, colleagues and neighbours are endless sources of inspiration, knowledge, stories and creative exploration.</p>