

Jesse Carmack

Web Development, Graphic Design & Art

HTML CSS JS PHP BASH PYTHON SWIFT JAVA
DOCKER GIT PHOTOSHOP ILLUSTRATOR INDESIGN BLENDER
WORDPRESS SQUARESPACE VUE.JS NPM C#

Freelance Web Developer & Graphic Artist

October 2018–Present

- **Verses - Festival of Words**

Promotional Campaign for Poetry Festival

- Created a large-scale ad that appeared at bus stops across Vancouver through rapid thumbnailing and iteration
- Designed and delivered multiple ad variations for social media and print formats

- **Kakao Creations**

Boutique Chocolate Retailer

- Collaborated with the creator to craft a theme that matched her artistic sensibility
- Developed and implemented WooCommerce for seamless e-commerce functionality

- **FloorPlate Facilities**

Cloud-Based Project Management Company

- Refreshed logo with a modern, professional aesthetic
- Developed a targeted marketing strategy in close collaboration with stakeholders
- Conducted Search Engine Optimisation (SEO) research to improve online visibility
- Designed, built, and maintained company website

- **Infrastructure.net**

Enterprise Asset Management Software

- Led front-end design and development to modernize a critical company website, drastically enhancing user experience and functionality
- Conducted an in-depth front-end needs analysis to streamline the company's online presence and outreach
- Established a consistent visual identity by standardizing fonts, image formatting, and layout
- Designed user experience mock-ups for the company's flagship product redesign

- **Varsity Apparel**

- College Branded Apparel

- Developed a custom, lightweight, and fully mobile-responsive WordPress theme
 - Designed an e-commerce storefront tailored to the client's workflow, significantly improving usability
 - Built an intuitive Content Management System (CMS) for effortless inventory management by employees

- **Bats & Dao**

- Custom Squarespace Website for Band's Album Release

- Designed and developed a visually unique website with custom JavaScript elements
 - Built and configured an e-commerce storefront for album sales
 - Created the band's album cover, cover insert, and vinyl labels

Junior Web Developer

Graphem Solutions

October 2022–June 2023

- Worked collaboratively with a team of developers and designers on diverse projects
- Used HTML5, CSS3, PHP and JavaScript to transform Photoshop and Figma designs into functional web pages
- Leveraged WordPress to build dynamic, visually cohesive websites, and modified themes to align with brand aesthetics
- Integrated and customized WordPress plugins to meet unique project requirements
- Coordinated with clients for on-going maintenance of sites, adding new pages and functionality as needed, as well as investigating and solving any technical issues that would arise
- Gained experience using ActiveCollab for project management and precise time-tracking

Graphic Designer

BitNational Inc.

January 2018–February 2020

- Served as the in-house graphic designer and lead contact for all graphic design-related projects, including art for web and print, as well as the artwork for the company's 50+ ATMs
- Contributed to the direction of the company's brand identity
- Created large floor banners, window decals, and signs for the company's retail spaces.
- Created graphics and content for social media and web advertisements
- Spearheaded the creation of the company's newsletter and strategised outreach
- Designed business cards, forms, pamphlets, internal documents and PowerPoint presentations
- Managed Vancouver retail branch, providing customer service, training and educating staff

Game Designer & Generalist Programmer

2016–Present

- Worked on various small to medium-sized game projects written in JavaScript, C#, and Lua, and used Unity and Godot game technologies
- Studied game design principles
- Worked effectively independently and in a team setting

Backend & UI/UX Programmer

Web & Mobile Music Player

2017

- Awarded Best Web App by instructors

Programming for Games, Web and Mobile Diploma

Vancouver Film School

2016-2017