Jana Roberts

DEVELOPER & DESIGNER

📞 519-703-2487   ✉ jana.roberts78@gmail.com   🖥 janarobertsdesign.ca

EDUCATION

Bachelor of Arts Candidate
University of Waterloo
Anticipated Completion: 2025

Multimedia Design and Production
Fanshawe College
2010

Design and Communications
Conestoga College
2008

KNOWLEDGE & SKILLS

- Adobe Creative Suite
- HTML, CSS, JavaScript
- User Interface Design
- User Experience Design
- User Research
- Wireframing
- Rapid Prototyping
- Storyboarding
- Content Management Systems
- Learning Management Systems
- Front-end/Back-end Frameworks
- Articulate Storyline 360
- Vyond

WORK EXPERIENCE

Instructional Digital Media Developer
University of Waterloo • 2014 - Current

- Successfully create and implement engaging and effective online training programs. This involves designing user-friendly interfaces and intuitive navigation systems to ensure a positive user experience.
- Collaborate with subject matter experts to develop high-quality content, including interactive multimedia elements such as videos, animations, simulations, learning websites and web applications that meet the users' needs and achieve measurable improvements in their knowledge and skills.
- Successfully create visually appealing and functional learning websites that meet the needs of instructors and students.
- Have a deep understanding of web development technologies such as HTML, CSS, JavaScript, and various front-end and back-end frameworks.
- Possess strong problem-solving skills, allowing me to identify and resolve complex technical issues efficiently.
- Effectively communicate and collaborate with clients and team members to ensure successful project delivery.
- Combine technical knowledge of multimedia authoring tools and techniques with visual design and interaction design skills and apply best practices for optimal user experience and web accessibility to ensure that multimedia is effective for all learners.
- Implement learning activities and tasks, build assessment mechanisms and develop digital content from source materials into appropriate media formats.

Graphic/Web Designer and Marketing Coordinator
Canadian Saddlery • 2012 - 2017

- Translated subject matter into marketing designs for newsletters, promotional materials, and sales collateral.
- Collaborated with the CEO to design and produce computer-generated artwork for marketing and promotional materials.
- Designed and led production on the annual 300+ page catalogue.

Graphic/Web Designer and Developer
Pixelera Inc. • 2011 - 2012

- Designed and developed numerous websites for local companies, including the Canadian Government.
- Recommended and consulted with clients on the most appropriate graphic design options based on their overall marketing goals.
- Developed numerous marketing programs and guaranteed that they exceeded the expectations of the clients.

Graphic/Web Designer and Developer
Creativeink Design Group • 2010 - 2011

- Responsible for designing and creating visual concepts and digital assets for various projects.
- Collaborated with clients to understand their needs and preferences, and then developed unique designs that met their requirements. This involved creating logos, branding materials, website layouts, user interfaces, and other visual elements.
- Managed projects from start to finish, ensuring that deadlines were met and that the final product was of the highest quality.