

# JEFF WATERFALL

3250 West Broadway, Suite 119  
Vancouver, B.C. V6K 2H4 (604) 992-5379  
jeff@fallwater.ca www.fallwater.ca

## PROFILE

I'm a front-end developer and UI designer with almost a decade of experience. With my CSS and HTML wizardry I can convert any design into pixel-perfect templates. I'm also deft UI designer and I dabble in identity design and illustration as well.

## EXPERIENCE

### EMBERLIGHT TECHNOLOGIES, BC

*Senior Front-end Developer / UI Designer Apr 2011 - Nov 2012*

- Web application UI design and product development
- Greatly involved in product strategy and concepts
- Planned UX and designed user-focused wireframes
- Built HTML and CSS templates, then integrated them into Python and PHP based websites and applications

### THREEFORMED MEDIA, VANCOUVER, BC

*Creative Lead / Front-end Developer Dec 2007 - Present*

- Consulting and strategizing projects for small to medium size companies
- Lead designer for web, print and identity projects
- Prototype designed for user feedback to optimize UX
- Front-end development for web-based projects

### LIGHTBOX MEDIA, VANCOUVER, BC

*Front-end Developer / Designer May 2009 - Aug 2010*

- Designed web UI's and promotional material
- Built HTML and CSS localization-friendly templates, then integrated them into PHP based websites and applications
- Designed and developed multiple versions of pages for A/B split-testing

### TUGBOAT MEDIA, VANCOUVER, BC

*Front-end Developer / Designer Apr 2008 - May 2009*

- Worked with the Art Director and a range clients to design uniquely branded layouts for websites
- Sliced designs and prepped assets for front-end development
- Developed HTML and CSS templates, then integrated them into PHP based websites and CMS themes

## LANGUAGES (ORDERED BY KNOWLEDGE)

- CSS2.1 / CSS3 / SCSS / SASS
- HTML5 / xHTML
- Javascript / jQuery
- PHP
- Actionscript

## EXPERTISE

- **Responsive & Mobile:** Design & development
- **CMS:** Wordpress, Drupal, Tumblr & Silverstripe
- **Templating languages:** Smarty & Django
- **Version control:** Mercurial, GIT & SVN
- Cross-Browser development
- Front-end debugging
- HTML email development

## SOFTWARE

- Adobe Photoshop, Illustrator, Fireworks & Flash
- Microsoft Word, Excel & Outlook
- OSX & Windows platforms

## EDUCATION

*British Columbia Institute of Technology*

New Media Design & Web Development (Honors)