

# Jeremy Sisson

UX/UI Designer and Developer



I design and develop online applications, products and experiences.

I have over 15 years of experience building web applications and managing online products, and my skill set has grown from simple web applications to user experience design via interface engineering, product management and online marketing.

Currently I am providing freelance UX/UI and application development services via my brand at Optimize Everything.

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## Skills

### Lean User Experience Design

Balsamiq, Omnigraffle, HTML5 Prototyping

### Front-End User Interface Development

HTML5/CSS, Javascript/JQuery, Responsive Design, AJAX, Bootstrap

### Service Side Web Application Development

PHP/Laravel, MySQL, Linux/Unix, Deployment via Git

### Product Design and Development

LEAN/Agile Product Development, Web and Mobile

### Other Random Stuff I Use and Love

Vagrant, Docker, Bower, Gulp, Bowling (10 Pin), Github, Sublime Text 2, OS X, Glamping,

## Experience

*September 2012 – Present*

### **Owner, Optimize Everything**

Burlington, Ontario

UX/UI Design and Development  
Business Application Development  
Problem Solving Superstar

Portfolio tour available upon request.

*September 2011 – September 2012  
(1 year 1 month)*

**Owner, Managing Partner, DevBBQ Inc.**  
Oakville, Ontario

- Created and launched web and mobile development agency
- Designed and developed in-house products such as UserClues and CoffeeDash
- Worked with clients to develop applications such as [RealListings.ca](http://RealListings.ca) and Paul Mobile

*October 2009 – September 2011  
(2 years)*

**Director of Customer Experience, Brand Manager Fusenet**  
Oakville, Ontario

- Responsible for \$20m/year B2C video distribution product brand
- Managed direction of development and marketing initiatives to drive sales
- Drove agile project testing and improvement through organization
- Improved customer interaction through the product experience, including customer support channels

*March 2008 – October 2009  
(1 year 8 months)*

**Internet Marketing Manager, Cisco Systems Inc.**  
Toronto, Ontario

- Supported marketing campaigns by maintaining content on Cisco Canada web properties
- Coordinated SEO and metrics initiatives for Canadian web content
- Managed introduction of new web marketing platforms and tools, such as user behavioural and geographical targeting
- Content managed with ECM/Documentum, Metrics with Omniture/Visual Sciences.

*February 2006 – March 2008  
(2 years 2 months)*

**Interface Engineer, BorderWare Technologies Inc**  
Mississauga, Ontario

- Designed new user interfaces that reflected modern web patterns, and implemented them on BorderWare's products to provide modern customer experiences
- Managed development and transition of interfaces from legacy platform to new architecture for latest releases BorderWare products
- Developed embedded framework to serve interface, and manage configuration of the product
- Worked toward setting standards for usability, style/behaviour and scripting for other engineers  
Development Environment: 12 person development department, full software development cycle. PHP with PostgreSQL on BSD.

*May 2004 – December 2013  
(8 years 8 months)*

**Internet Platform Advisor, Lexnetwork**  
Toronto, Ontario

- Provided analysis and recommendations for improving customer experience and collaboration
- Provided ongoing support and search-ability strategies, boosting site to #1 rank in many of its applicable searches
- Constructed and maintained a set of business intelligence tools for tracking competition and improving strategies
- Development Environment: 1 developer working with team. Solutions developed in PHP with MySQL/ PostgreSQL on Linux/Unix.

*November 2001 – January 2006  
(4 years 3 months)*

**Lead Internet Developer, Area 50 Inc.**  
Burlington, Ontario

- Designed and built online web solutions for Whirlpool Canada brands Whirlpool, Kitchenaid, Inglis and Roper, including Promotional applications, and News services
- Architected and developed Product Database and Administrative tools, which were used to great success by Whirlpool product managers for 2+ years.
- Trained artists in use of template-driven standards compliant sites, and championed the use of standards and usability practices
- Worked with Moneris Canada to develop and deploy their latest web solutions  
Development Environment: 2-3 developers working with 4 designers. Solutions developed in PHP with MySQL/ PostgreSQL on Linux/BSD.

*February 2000 – October 2001  
(1 year 9 months)*

**Lead Internet Developer, Hotship.com/Veredex Logistics**  
Mississauga, Ontario

- Engine processes more than 400 shipments per day, using more than 1500 couriers
- Designed/Developed shipping engine interface, initially in Perl, then migrated to PHP
- Provided custom shipping solutions for TD Bank, Toronto Life, Onvia, Futureshop
- Development Environment: 2-3 developers, 2 designers.
- Developed with PHP with MySQL on Linux

