

Geoff Inwood

Photographer, Web Developer and Graphic Designer

PROFESSIONAL PROFILE

Skilled developer with an acute eye for design, skilled in all phases of brand identity creation and management. Adaptable to new technologies, frameworks, programming languages, and development requirements in the ever-changing technological landscape. A passionate learner, always seeking opportunities to acquire new skills and perspectives.

☎ 647-470-1434

🏠 Toronto, Ontario

✉ Geoff@GeoffInwood.com

💻 GeoffInwood.com

📷 GeoffInwoodPhotography.com

EXPERTISE

Photography
Photo Retouching
Graphic Design
Illustration
Digital Prototyping
Front End Web Development
Brand-Building
Creative Development
Art Direction

EDUCATION

BACHELOR OF FINE ARTS / INTEGRATED MEDIA
Ontario College of Art and Design
Graduated 2008

EXPERIENCE

Front End Developer & Designer

The Solution Studio | 2006-2017

Front end web development and UI/UX design for multiple registration and scheduling web apps and websites. Heavy use of HTML5, CSS3, JavaScript, jQuery, and ASP(vb-script)

- Web Development:
 - Managed and executed entire development process for multiple clients, from sign-off on design through to wire framing, site development and content placement
 - Worked with custom inhouse, proprietary and open source content management solutions
- Web Design:
 - Managed all aspects of the design process, from initial RFP submission to presentation and timely delivery of final designs
 - Integral elements included: wire framing, concept refinement, coordination and direction of client meetings, presentation and explanation of proposed new technologies and design ideas, and timely turnaround of requested revisions
- Creative Direction:
 - Operated as Creative director for a variety of projects
 - Maintained ongoing discussion with clients throughout design/development process
 - Conducted peer reviews of project builds at strategic points, ensuring projects remained within budget, scope, and true to approved design
- Client Support/Customer Retention:
 - Provided thorough training and ongoing support remotely and on location
 - Presented clients with accurate quotes while providing options and alternatives where appropriate

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SKILLS

HTML5
CSS3/SASS/LESS
JavaScriptjQuery
ASP (vb script)
Adobe: Photoshop,
Illustrator, &
Indesign
Adobe XD
Windows & OS X
Metro-UI
PHP
SQL
Relational
Databases
WordPress
Joomla!
AJAX
Swift
Apache
Xcode
RSS
XML
Bootstrap

INTERESTS

Fine Art
Tattoo Artistry
Typography
Marketing

FREELANCE/CONTRACT WORK

Brand Image Consultant

2016-Present

Developed branding and web identity for new business venture. Worked closely alongside the appointed director of marketing to ensure a consistent brand image throughout all company ventures and marketing materials.

Photo Retouching

2007 - Present

Extensive experience in digital photo retouching and image manipulation for diverse clientele for use in a variety of contexts and presentation formats.

UX/UI Design

2010 - Present

Worked with businesses to develop new or streamline existing websites and web based applications, improving user experience through improved interface design and implementation.

Photography and Digital Catalogue Design/Development

Ross Meyer Clothing | 2008-2013

Provided all photographic services for the creation of seasonal catalogues for high end women's wear and accessory designer. Provided retouching and image correction services. Developed online catalogue/website as well as print marketing materials to further support the brand as required.

Brand Identity and Graphic Design

Government of Ontario | 2008

Created print materials and designed conference merchandise for "Girls are Different: Understanding the Needs of Female Children and Adolescents in Youth Justice, Mental Health and Child Welfare Sectors" Conference.

Flash Animation/Application Development

Developed Adobe Flash based animations and applications for the incentive sales and travel industries, ensuring light load and user engagement through application of motion graphics and slick UI prior to the development and standardization/support of html5.