Brandon Tang
Web Designer/Front-End Developer

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📱 (416) 709-8108

- Experienced designer/developer with demonstrated history of executing projects on time, under budget and to client satisfaction for an array of diversified clients in various industries, including private golf clubs, restaurants, retail, and e-commerce
- Developed websites on multiple Content Management System (CMS) platforms, such as WordPress, Elementor, Kentico, WIX and SquareSpace
- Designed front-end/wireframes using AdobeXD, Figma, Photoshop and Illustrator
- Proficient in UI/UX design fundamentals and principles including but not limited to white space, padding, alignment, typography, color, contrast and visual hierarchy

KEY SKILLS

Design Tools

- Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign, Bridge)
- Figma, FigJam

Development Tools, CMS & Languages and CRM Tools

- Wordpress, Elementor, Kentico, Drupal, PHP, HTML5, CSS3/LESS/SASS, Bootstrap 5/4/3, React, JavaScript, Jquery, Ajax, XML, Json, Microsoft VS Code Editor
- JIRA, Salesforce, Outreach

Search Engine Optimization (SEO)/Social Media

- SEO/SEM, Keyword Analysis, Google AdWords, Google Tag Manager, Facebook Pixel, Keyword planner tool

WORK EXPERIENCE

Jonas Software

Senior Web Designer   January 2023 – Current

Web Designer   November 2020 – January 2023

- Manage a portfolio of 20-30 clients simultaneously, working directly with them from beginning to end of project to design or redesign their club's site using the Kentico CMS to build out pages.
- Design website content elements using modern UI, responsive and typography principals
- Build web content using Search Engine Optimization (SEO) best practices and explained SEO guidelines and techniques with clients
- Develop and provide ongoing updates to further evolve the Clubhouse Online (CHO) design system, encompassing vital elements and components such as colors, typography, iconography, images and buttons to ensure consistent branding and aesthetics throughout the website

- Report bugs and suggest enhancements for CMS or modules to the development team via Jira, include code samples when applicable via Slite
- Support clients with detailed documentation on how to maintain their site after handoff
- Utilize Salesforce to track project progress and all client communications
- Maintain consistent communication with clients through online meetings to help with site design/redesign project process
- Conduct job interviews and provide tech test feedback to potential candidates
- Provide ongoing training and coaching to team members, and act as a mentor for new hires to become accustomed and prepared for job responsibilities

Freelance WordPress Developer   March 2020 - Current

- Design, develop and improve UI/UX of websites and mobile apps from concept to execution
- Conceptualize creative ideas with clients and ensure websites are responsive across multiple devices
- Develop multiple sites spanning across different industries including restaurants, retail, real estate, design agency and e-commerce
- Create custom WordPress themes and implement Advanced Custom Fields (ACF) to allow client-side editing
- Utilize SEO best practices and Web Accessibility (AODA) guidelines to bring clients' content to life

Assistant Instructor UI/UX Design Bootcamp 2U   September 2023 - Current

- Assist lead instructor with classroom management, grading and reinforcing topics covered in class, ranging from UI/UX design to front-end development
- Engage and provide support to students during lessons as well as office hours by answering questions and sharing research resources
- Support students with their homework and group assignments throughout the course which ranged from mobile app case studies, website redesigns, Mobile app redesigns and portfolio building

EDUCATION

Juno College of Technology
Web Immersive Bootcamp
Jan 2020 - Apr 2020
Intro to Web Development
Jan 2019 - Mar 2019

Ryerson University/TMU
Bachelors of Technology
Graphic Communications Management
2012-2017

PORTOFLIO

www.btangdesigns.com