

JERRY J ARSENAULT

**Visual Communications**

9350 73rd Ave

Edmonton Alberta T6E 1A7

**780.439.5006**

780.904.6005

**jerry@qualiacollective.com**

**qualiacollective.com**

## OBJECTIVES

---

1. Achieving the highest esthetic and artistic competency that I am capable of as a means of exploration as an individual contributing to the world.
2. Working directly with professionals who are dedicated to the craft of communications at the highest level, and whose goals reflect uncompromising integrity.
3. Co-creating projects that inspire, challenge, and inform to the maximum inherent potential.

## EXPERIENCE

---

**Alberta Learning Business Plan OCAM** - *located on private intranet*

Design of a series of slides to showcase Alberta learning's agenda, including the design and co-production of an interactive Flash player, which dynamically retrieved slides with animation and voice over from a database.

**NextFest "Syncrude Next Generation Arts Festival"** - *opening animation for event*

Working with organizers we designed an animation that would showcase and launch the 2002 NextFest with Flash animation.

**Wireless Wearable Physiological Monitor** - *wwpm-edmonton.com*

A technology spearheaded by strategic partnerships between 13 organizations including Seiko Japan and U of A Faculty of Medicine. The project entailed the design and production of a Flash animation splash page.

**Our Heritage Café** - *ourheritagecafe.com*

The design and development of a heritage themed café's website, designed to showcase the featured menu as well as educate people to the local History.

**Autism Awareness Centre** - *autismawarenesscentre.com*

Redesign and expansion of this autism resource companies website to a dynamic environment with information site, Conference site, and bookstore integrated. Creating print resources such as catalogues, stationary, newsletters. *(ongoing)*

**Barbarian Software** - *barbariansoftware.com*

Corporate Identity, printed brochures, site design and development, continuing consultation on usability, search optimization, product design, and project management. *(ongoing)*

**Emergency Response Management Consulting** - *ru-ready.com*

National emergency preparedness consultancies Identity redesign, introductory brochure, detailed brochure, site refinement, tradeshow promotional materials. *(current)*

*(A complete client list is available upon request)*

## SKILLS

---

**Expert** - Adobe Creative Suite (*Illustrator, Photoshop, Indesign, Golive.*)

**Intermediate** - Flash

**Intermediate** - Final Cut

**Intermediate** - CSS

**Advanced** - Adobe Acrobat Distiller

**Advanced** - Microsoft Office

**Advanced** - HTML

**Novice** - Action Script

**Novice** - JavaScript

## ABILITIES

---

- Broad understanding of **search optimization** both natural & pay for performance listings, and the strategies required to increase high-level search returns in both categories.
- Extensive study of **ecommerce** models, trends, and designs in order to create a highly optimized shopping environment.
- Assessing **user requirements** and **usability** for new projects, and sites requiring redesign.
- **Planning, scoping, auditing,** and writing project **proposals** and **budgets.**
- Managing Assets and Team members as a **project lead.**
- Complete **Print design** including file to **press preparation, color correction,** and **proofing.**
- Working directly with **clients** providing **consultation** through each phase of project.
- **Design, optimization,** and **development for web.** Including multiple **browser testing, use requirements, data size** requirements, **validating** pages for current standards.

## EMPLOYMENT

---

**qualiacollective.com** - (*September 2002 – to Present*)

Independent Contractor providing complete design/development packages for small to medium size businesses.

**Barbarian Software** - (*December 2002 – Present*)

Working in partnership to develop internal graphics for product and corporate promotion as well as working directly with clients and developers to create sites for dynamic applications.

**DevStudios Inc.** - (*March 2002 – September 2002*)

Working as a multimedia developer from design to implementation of elements for the web. As well as instructing students in various lessons from planning, and illustration, to web authoring.

**Previous Unrelated Work History** - (*1993 – October 2001*)

## EDUCATION

---

**Dev Studios Emedia & Design Program** - (*October 2001 – March 2002*)

Comprehensive education in digital media design & development for varied application from the Internet, to print, in an intensive learning environment.

**Seminole High School** - (*1992*)

High school Diploma