gerry e. mayer
604.314.7541
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PROFESSIONAL PROFILE

Interactive and web design professional with more than 10 years practical experience and 6 as a post secondary instructor, in web design, web development, digital imaging, Flash development, video and motion graphics, and animation. Experience also includes managing, the development, preparation and facilitation of courses in Professional Development, and Basic English Essay Writing. Strong focus on maintaining creative excellence and creating positive relationships for both internal and external clients from within the public, private and educational sectors.

PROFESSIONAL EXPERIENCE

2011-current　　　　*Surrey Connect – Surrey School District – Surrey, BC*
　　　　　　　　　　Web Communication Specialist

- Support and train teachers in the use of Blackboard Learn 9.1 LMS
- Assist in administering Blackboard Learn 9.1
- Maintain and support Blackboard LMS course shells
- Develop web solutions for Surrey Connect
- Create and deliver Blackboard training workshops
- Support and development of Social Media solutions - surreyconnectnews.com
- Support for digital media solutions
- Create and maintain Google analytics, AdWords and Facebook advertising
- Administer and support Lynda.com
- Support Tell me more - language LMS

2008-2011　　　　*Douglas College – New Westminster, BC*
　　　　　　　　Web Designer

- Responsible for development and maintenance of corporate website using CMS – Active 9.0 (formerly Ironpoint)
- Developed and implemented new site Design including Information architecture, prototyping, usability testing
- Developed and upgraded site to W3 standards
- Implementation of javascript/jquery/flash into site
- Developed prototype designs for departmental sub-sites and the implementation of these designs using XHTML and CSS
- Implemented SEO/Social Media initiatives – youtube, flickr, facebook, twitter
- Developed and designed web banners for various departments

2011-1996　　　　*Self Employed Digital Media Specialist - Delta, BC*

- Performed freelance & contract work for small to medium business clients which included web site development, Flash Development, CD Cover graphics, Book Cover, print advertising, logo development, video & motion graphics

2008 & 2007　　　　*Pacific Audio Video Institute – Vancouver, BC*
　　　　　　　　Digital Media Instructor

- Classroom instruction for 2 3-month summer terms including web design, professional development

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2004-2007   *Art Institute of Vancouver - Vancouver, BC*
         Digital Media Instructor

- Developed Curriculum for up to 6 course offerings in interactive media and graphic design
- Course Development in digital mapping, web design/development and video production, animation and the fundamentals of design
- Responsible for the creation and documentation of all lesson plans for courses assigned
- Facilitated information sessions and recruited students
- Classroom instruction in several course offerings for between 15 and 35 students per class
- Played a leadership role and mentored students who were approaching graduation
- In addition to required work, tutored students that required additional help in various areas of their curriculum
- Created curriculum and taught Professional Development which included resume development, interview skills, professional awareness and market trends
- Attended seminars and courses to ensure skills were current and relevant to maintaining a high level of service

2003-2004   *IDA Instructional School – Richmond, BC*
         Digital Media Instructor

- Course development in interactive and graphic media design
- Developed lesson plans for all course offerings
- Classroom instruction

2002   *LaSalle College **– Vancouver, BC*
         Digital Media Instructor

- Developed course materials
- Created lesson plans
- Classroom instruction

2000-2001   *Edward Lee Productions – Surrey, BC*
         Multi-Media Supervisor

- End to end project management
- Managed day to day projects for 3 multi-media and web designers
- Presentation, proposal, and contract development
- Website & Flash production, video editing and production

1994-2000   *Burnaby School District **-** Burnaby, BC*
         Teacher On Call
- Fulfilled teaching responsibilities in the absence of regular instructor at the High School level
- Primary focus was Art, ESL & Special Education

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TECHNICAL SKILLS

Adobe Photoshop CS4 / CS 5.5	Microsoft Office 2011	HTML 4.0 XHTML HTML 5
Adobe ImageReady CS3	Microsoft Word	CSS
Adobe InDesign CS3	Microsoft PowerPoint	PHP
Adobe GoLive CS2	Microsoft Excel	JavaScript
Adobe Dreamweaver CS3 / CS4	Microsoft Visio	DHTML
Adobe Illustrator CS 5.5	Microsoft Project	Flash Actionscript 3
Macromedia Flash CS4	SQL Management	XML/XSL
Adobe Premiere 1.5	AJAX	Web Standards 2.0
Adobe After Effects 6.0(PB)	Active - CMS (formerly Ironpoint)	JAVA
Media 100 8.2.3	Blogger	PHPEdit
Cleaner 6.0	Google Analytics	BlueJay
Quicktime Player Pro 7.1.3	Google Webmaster Tools	MySQL
Camtasia 7	Google Addwords	SEO – Search Engine Optimization
Flickr	Blogger	Information Architecture
Youtube	Basecamp	Usability
Facebook	Wordpress	JQuery
LinkedIn	ASPStorefront	Blackboard 9.1
Twitter		WebCT

EDUCATION AND PROFESSIONAL DEVELOPMENT

2007-2008   BCIT – **Applied Web Development Associate Certificate** with distinction

1994   Open Learning Agency - English 100/101

1993   University of British Columbia - Re-certification program at the Faculty of Education
B.C. Teaching Certificate

1992   **Bachelors Degree in Fine Arts**
Teaching Certification - Post-Secondary level
The Higher School of the Arts, Utrecht, The Netherlands
Faculty Visual Arts and Design
(In addition to the practical Fine Arts component, the curriculum included; Art History, Culture History, Didactics, Pedagogy, Art Criticism, Art Philosophy and a Student Teaching component)

1988   Transferred to the Higher School of the Arts, Faculty of Education, 2nd Degree 2-dimensional Art Teacher Training

1987   The Hogeschool Rotterdam & Omstreken
Faculty of Education, Rotterdam
Foundational Diploma

1985 – 1987   Open Ateliers in Rotterdam, the Netherlands - Graphics and model drawing courses.

1984 – 1985   Kwantlen College (completed one year of the Fine Arts Program)

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OTHER   **BCCT Professional Certificate**

POST SECONDARY COURSES DEVELOPED AND TAUGHT

CONTENT	COURSE
Adobe Photoshop 7 –CS3	*Digital Imaging*
Adobe Photoshop CS2 – Interface Design/ImageReady	*Advanced Digital Imaging*
Web Development Theory/XHTML/CSS	*Introduction to WWW*
Introduction to Dreamweaver MX2004	*Web Development I*
Commercial Website Development Using Dreamweaver	*Web Development II*
Foundation Course Design Theory & Application	*Fundamentals of Design*
Microsoft Office 2004 + Computer Theory	*Computer Literacy*
Macromedia Flash MX 2004	*Web Multi Media*
Basic English Essay Writing Skill Development	*English 100*
Career Package Development – Resume/Interview Skills	*Career Development*
Adobe Premiere 1.5	*Video Editing*
Adobe Premiere & Digital Video Camera & Shooting Skills	*Video Production*
Adobe After Effects 6.5(PB)	*Advanced Video Animation*
Renaissance to Present	*History of Modern & Contemporary Art*
Foundation Drawing, Still Life, Perspective	*Drawing*
Commercial Website Administration & Production	*Project Management*
Conceptual Development	*Design Layout*