

# JEAN-FRANÇOIS GALARNEAU

Web Integrator / Front-End Developer

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## ABOUT ME

With 9 years of experience as a multimedia integrator and 2 years as a front-end developer, my working expertise has grown considerably with building all kind of emails, products landing pages, migration of static pages to responsive format and photo/video galleries. Starting from basic wireframe concepts to extracting styles and imagery from Photoshop then moving forward with HTML5 & CSS3 integration through multiple types of CMS (Magento 2.0, Wordpress, ect.) with respects to the W3C and accessibility standards. Being passionate with learning new things, this also includes Javascript skills to add interactivity and data tracking on each pages. Following SEO best practices is a must in my work. Here are my key strengths:

- Self-motivated, curious and creative
- Adapts to processes within large teams
- French / English speaking
- Attention to details
- Great communication skills
- Service oriented

## PROFESSIONAL EXPERIENCE

### **Groupe BMR**

**October 2016 - January 2018**

*Web integrator / Front-End Developer*

- *Homepage migration from static to responsive format with customised banners and products. Using CSS3 transitions for rebuilding widgets animations in code and CSS Preprocessors styling.*
- *Redesign and develop new email templates and auto reply messages in the marketing tool Dotmailer. Segmented groups of clients based on points per purchases for a variety of fidelity card programs.*
- *Quick turn-around production of contest forms with Javascript validation. Update of database segments to create client profiles for remarketing purposes.*
- *Weekly presentation of key performance indicators of emails with Google Analytics (KPI) and a/b testing results.*

### **Autodesk**

**August 2014 - August 2016**

*Web Producer*

- *Producing campaign landing pages and migrating multiple key products to responsive format and prepare them for localization within the Global Web Publishing team, using UTM and pixel-tracking. ([AutoCAD 360](#), [Revit](#), [Manufacturing](#)).*
- *Building email templates for nurture campaigns, trials, educational and auto messages compatible with all major client inboxes (Outlook, iPhone, Android and Blackberry). Execute rendering tests of emails with Litmus and delivery with Marketo.*

### **Borden Lardner Gervais**

**September 2012 - 2014**

*Front-end Conceptor*

- *Events invitations by email & RSVP online forms including customized validation in Javascript.*
- *Weekly bulletins to follow up on all specific laws regarding email marketing (CASL) and intellectual property rights regarding the web (licenses, consent, E-commerce tools).*

## **TINK Numeric profitability**

**August 2011 - June 2012**

*Web Designer / Integrator*

- *Front-end resource for retail weekly Newsletters, Facebook landing page, portal homepage updates, omnichannel campaigns and client support for the Metro Ontario grocery store.*

## **CADEX : The Specialist**

**September 2010 to June 2011**

*Web Designer / Integrator*

- *Photos and Print design for catalog, brochures and corporate banner*
- *Product demonstration videos including filming/editing and uploading on Youtube for video gallery*

## **TQS Marketing and Sales inc.**

**September 2007 to September 2009**

*Multimedia Integrator technician*

- *Editing video clips on a MAC, thumbnail cropping and live streaming of popular TV shows.*

## **KNOWLEDGE AND SOFTWARES**

### **Web design and illustrations**

- (Adobe Photoshop CC, Adobe Illustrator)

### **Web integration**

- (Magento 2.0, Adobe Experience Manager, bug tracking, Sublime Text, Brackets)

### **Coding and programming languages**

- (HTML5, CSS3, Javascript, JQuery, JSON, XML, Sass, SVG and Flexbox)

### **Office tools**

- Microsoft Office full suite (Word, Excel, PowerPoint, PDF and Outlook)

### **Editing and streaming video**

- (Youtube, Vimeo, Adobe Media Encoder, video HTML5 element)

## **SCHOLARSHIP AND ACADEMICS**

- **Certificate in Web Development (HTML5, CSS3 and Javascript)** 2013-2015  
Concordia University
- **Workshop with Adobe CS5** 2009-2010  
Maisonneuve College
- **Certificate in Compositing and special effects (HD)** 2006-2007  
Grasset Institute
- **Technical degree Multimedia Integrator** 2002-2006  
Édouard Montpetit College

## **Achievements**

Obtaining a Certificate in Web Development at Concordia Center for Continuing Education.

## **Personal interests**

Art and cinema, special effects, kayak, camping, gym and board games.

Jean-François Galarneau  
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