



Y A R D L E Y

COVER LETTER

The market is as competitive as ever. It takes inventiveness, creative thinking and innovation to separate yourself from your competitors. This resume has been designed to highlight my relevant experience. It also includes a number of key projects showcasing my skills and abilities in the areas of graphic design, marketing communications, project management and planning.

I thank you for your time in reviewing my resume.
If you'd like to schedule an interview, please contact me using the information provided below.

Regards,
Jesse R. Yardley

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Introduction

I have had the pleasure of working with a wide range of clients all over the world including Mandalay Entertainment (Hollywood), Pacific Century Group (Hong Kong), World Wide Corporate Networks (New York), CDS Consulting (Tokyo), Shaw Cable (Calgary), CGGVeritas (Houston), SpotCast (London), and Alliance Leadership (San Francisco). I value opportunities I've had to impact the success of these businesses and to collaborate with many talented and successful individuals. I look forward to working with, and learning from, new people as my career continues to progress.

Objective

I wish to be engaged and challenged by my work and to enhance my skills through collaboration with leading, innovative organizations, and to make a meaningful contribution to the success of the business.

Experience

President & Co-founder

2003 - present

Defrost Design Works Inc.

Calgary, AB

Duties included:

- › Consulted with clients to define project requirements
- › Performed audits on website(s) and/or marketing campaigns and made recommendations for enhancements
- › Developed basic marketing plans with an emphasis on web-based initiatives
- › Created branding for start-up companies as well as established firms seeking to rebrand
- › Sourced and managed various sub-contractors to help fulfill project goals and objectives
- › Provided strategic direction to clients regarding usability, interface design and web standards
- › Provided SEO strategies for clients seeking to improve Search Engine penetration
- › Provided insights and recommendations on how to leverage social media trends
- › Developed web content for corporate websites including DDW, Defrost Network and Fotographix

Key Projects - Defrost Design Works Inc.

CGGVeritas Intranet *(Global Oil & Gas Services Company)* KEY PROJECT

Overview: CGG and Veritas DGC had completed a merger, forming CGGVeritas. The two companies had an array of intranet sites, which were to be absorbed and integrated into a single new site, complete with a new brand dubbed *InSite*.

My Role: I was contracted to assist the IT team (on location in Houston) to develop a plan for the building of InSite. A wide array of content and information was spread out over dozens of satellite intranet sites that had been created over the years. I provided recommendations regarding information architecture and UI design as well as branding considerations. I also provided strategies designed to boost acceptance of the new intranet by employees and stakeholders.

Results: The first phase of the project was met with some success, but a few key areas (including UI Design - by the in-house team) were sorely lacking. I was hired back to address some of the key failings of phase one. Upon my reengagement, I provided ideas for new features and functions and was retained to redesign the site. Phase two of the project was met with much success and resulted in an Award of Technical Excellence for the entire InSite development team (combined valued \$20,000).

Gurutropolis Social Network *(Personal & Professional Seminar Start-up)* KEY PROJECT

Overview: A group of entrepreneurs joined to create a corporation offering personal and professional development seminars and events to the Calgary marketplace. As a start-up they required a brand, a value proposition, marketing messages and some refinement of their business model.

My Role: I was retained to provide the company founders with business recommendations. As a result of those consultations, I was retained to help with implementation of key recommendations. Part of that implementation included design and development of a custom-built social network and CMS. In addition, I provided Gurutropolis with marketing messages, slogans, logo design and business cards design.

Results: The project was completed on time and on budget. Since the launch of the website, Gurutropolis has been a growing steadily with new members signing up on a regular basis. The company is building a community of customers and is now embarking on hosting events to generate revenue.

CDS Consulting Websites *(Leading Japanese Executive Search Firm)* KEY PROJECT

Overview: In 1999, CDS was a start-up with a staff under 10 people. They wanted to attract new clients and candidates with a focus on technology placements. To expand operations, the management recognized the need for a new website, improved advertising efforts and new branding.

My Role: Since 1999, I have built three websites for CDS, managed multi-year ad campaigns, and produced animations, business cards, marketing materials and tradeshow graphics. Each new website had design and functionality enhancements. I personally designed and coded the sites and provided basic SEO strategies.

Results: During my time working with CDS they have grown to a staff of 60 people. Recently, Japan's largest recruiter (Recruit Group) acquired CDS, in a deal worth US \$20 million. The parent company has left the CDS branding I developed intact. Following the acquisition, I was then retained to help develop two new company websites to anchor their expansion from Japan into Hong Kong and Singapore.

Experience Cont.

Creative Director

2001 - 2003

Enfocom International Corp.

Calgary, AB

Duties included:

- ▶ Sat on the senior management Steering Committee
- ▶ Provided input on business development and process improvement
- ▶ Identity and website development for both Enfocom and its clients
- ▶ Ensured quality and usability of user interface designs for desktop and web-based software applications
- ▶ Built company brand identity including marketing materials, tradeshow graphics, advertisements, presentations, animations and corporate websites.

see Key Projects next page

Key Projects - Enfocom International Corp.

Enfocom Rebranding *(Software Development Start-up)* KEY PROJECT

Overview: Enfocom was a growing software development company looking to expand its client base and recruit new developers into the organization. Enfocom sought to improve its branding with traditional and online marketing initiatives.

My Role: During the Enfocom rebranding project I personally designed and developed a new brand website, marketing materials, marketing messages, web content, signage, tradeshow banners and other marketing collateral. I was directly involved in producing attractive proposals and multimedia presentations in order to win new work for the company.

Results: Enfocom expanded its client list, winning a series of new contracts. In addition, new developers were attracted to the organization.

Advanced Voting Solutions *(US Voting Solutions Company)* KEY PROJECT

Overview: Enfocom was providing software development for mission-critical applications to US-based Advanced Voting Solutions. Since Enfocom was vitally linked to the success of AVS, it was proposed that Enfocom assist AVS with the company's brand as well as the branding of its touch-screen voting products.

My Role: I was responsible for working with the AVS executives to develop a new brand for the company which included understanding their market and the challenges they faced selling voting machines to the US government. With this in mind I developed a new website, logo and Flash animations depicting the product's (WinVote) functionality.

Results: AVS secured a number of government contracts. Enfocom's billings to AVS grew during this period to around \$2 million a year.

Experience Cont.

Managing Partner

1997 - 2001

Fusion Media Group Inc.

Calgary, AB

Marketing Director (2001-2002) - Developed marketing promotions, presentations and advertorial content. Other duties included assisting the business development team in writing proposals and sales letters. As Marketing Director I was also responsible for the development of case studies, biographies and press releases for the website.

Art Director (1997-2001) - Responsibilities included managing and directing junior designers, interviewing and hiring, client presentations, sourcing of vendors and hands-on design work.

see Key Projects next page

Key Projects - Fusion Media Group Inc.

Mandalay Entertainment (*Hollywood Entertainment Production Company*) KEY PROJECT

Overview: Mandalay Entertainment was seeking to develop a world-class, Flash-based website to showcase its many movies, television programs and other media.

My Role: Participated in project requirements analysis. Following planning, I developed a series of graphics and imagery for the website.

Results: The website was featured in a number of online award galleries and became a showcase website for Fusion Media Group, which helped the company secure a number of new projects.

Shaw Cable (*Canadian Entertainment and Communications Company*) KEY PROJECT

Overview: Shaw Cable approached FMG to help them redesign their main corporate website. They wanted a fresh and innovative design that would leverage Flash technology and animation yet remain user-friendly.

My Role: Participated in meetings with Shaw's senior managers to identify and document project goals and objectives. Subsequently provided a number of interface designs options and graphical elements for use on the website.

Results: The website was deemed a success by Shaw. As a result, Fusion Media Group was awarded the contract to develop the Shaw TV website.

Noteworthy Project Experience ▾

Model Republic (*Social Networking Start-up*) **2008**

Designed a social networking website for aspiring models, photographers, makeup artists, fashion designers and hair stylists.

Select Comfort (*Leading US Retailer*) **2004**

Designed and developed Flash-based, touch-screen kiosk system with custom-built, web-based management tools.

Sovereign Insurance (*Leading Insurance Provider*) **2003**

Led website audit and evaluation of a web presence across company websites. Final deliverables included market analysis, competitive analysis, usability report and formal recommendations.

Volunteer Work ▾

Cliff Bungalow Mission Community Association (*VP Communications*) **2002**

Sat on the Executive Committee for the community association and volunteered time for community newsletter 'Mission Statement'.

Aids Calgary (*Graphic Designer*) **2001**

Designed print invitations for Aids Awareness Week.

Education ▾

ACAD (2004)

- › Advanced Portraiture (Photography)
-

University of Calgary (1997-2003)

- › Japanese I and II (Certificate Program)
- › .NET - OOST
- › Flash II
- › Photography II

Points of Interest ▾

Photography Accolades

- › Published in Condo Living Magazine
 - › Published in University of Toledo Newspaper
 - › Published in Japan Inc Magazine
 - › Published in City Style & Living Magazine
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Design Accolades

- › Defrost Network website published in the Web Designers Idea Book
- › Model Republic website featured on iStockphoto's Design Spotlight
- › Post-Mod Ezine website receives a Cool Home Pages Award
- › JYC website receives a New Web Pick Award
- › JYC website receives a Miss Pato Award
- › JYC website receives a Designers Depot Award
- › Otaku Ezine (contributor) website selects as a Details Magazine Surfer Girl Pick
- › Mandalay Entertainment (contributor) website added to Macromedia's Leading Edge Gallery

Proficiencies ▾

- › Adobe Photoshop
- › Adobe Illustrator
- › Adobe Flash
- › Adobe Dreamweaver
- › Adobe Lightroom
- › Adobe InDesign
- › Adobe After Effects
- › Adobe Premiere
- › Apple Aperture
- › Apple Final Cut Express
- › Apple iWork Suite
- › Apple iLife Suite
- › Microsoft Office Suite
- › HTML & CSS Coding

Most importantly ...

I love a challenge,
I love problem solving,
I'm ready to get to work.

Please call 403.470.3394