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# ROYCE YADAV

INTERACTIVE DESIGNER & INSTRUCTOR

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*Objective* {

Work in an environment that challenges me to continue learning and at the same time be able to help and learn as much as possible from my peers. }

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## SKILLS

### PROGRAMMING LANGUAGES

HTML5 & CSS3  
JavaScript & jQuery  
Flash ActionScript 3.0  
PHP  
ASP  
ASP.Net  
ColdFusion  
XML and XSLT  
Ruby on Rails (learning now)

### DESIGN SOFTWARE

Adobe Edge  
Adobe Photoshop CS5  
Adobe Illustrator CS5  
Adobe Flash CS5  
Adobe Dreamweaver CS5  
Macromedia Fireworks CS5  
Microsoft PowerPoint

### DATABASES

phpMyAdmin  
Microsoft Access  
MySQL  
Microsoft SQL Server  
Oracle

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## EXPERIENCE

### Microsoft TORONTO, ON, GRAPHIC & WEB DESIGNER, 2006 - 2011

- Responsible for creating web banner ads and promotional material for MSN and Microsoft portals displaying the various brands like Windows Live Hotmail & Messenger, Bing, and Windows Phone campaigns
- Act as a design resource and liason between digital agencies and Marketing project managers.
- Creating original and localizing existing US and UK advertisements for a Canadian audience.
- Develop Hotmail Member Letter emails and newsletter templates for Canadian Hotmail users.
- Internal site development using SharePoint, ASP.Net, HTML and CSS, and JavaScript.
- Work with business analysts and product managers to develop microsites, interactive demos, and Messenger tabs.

### Humber College NORTH CAMPUS, TORONTO, ON, INSTRUCTOR, 2006 - 2011

I provide instruction for the Digital Design post-graduate Web Development courses. This includes planning the curriculum, building lesson plans and demonstrating the use of Flash, HTML5 and CSS from an intermediate level including animation and integrating dynamic content, communicating with external sources, page layout and design.

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## FREELANCING WORK

### Arden Royce Ltd. TORONTO, ON, FREELANCE WEB DESIGNER, 2001 - 2011

In 2004 I became incorporated and set out to help companies deliver a stronger online experience. Much of my work consists of rethinking existing companies digital strategies and improving their identity. I always stress the importance of building agile websites, and lightweight rich media—and deliver work that meets current web standards.

Current clients include: Yellow Pages Group, Pearl Bridal House, and Microsoft  
Digital Agencies I've worked with: Teehan & Lax, Segal Communications, and Gee Jeffery & Partners Advertising Inc.

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ADDITIONAL  
EXPERIENCE

**Man Financial / Refco** TORONTO, ON, **WEB DESIGNER & DEVELOPER**, JUNE '05 - MARCH '06

- Web design and development using HTML, JavaScript, CSS, JSP, XML, XSLT, and Flash
- Web banner ad design to promote stocks and commodities trading
- Optimize programming code using HTML, JavaScript, CSS and a content management system
- Work with SEO consultants to enhance keyword tracking for paid and organic searches
- Monitoring of websites and advertising campaigns using Google Analytics, Urchin and DoubleClick stats
- Development of e-commerce website features to enable investors to sign up for online trading accounts
- Design artwork for national print ad campaigns featured in the Globe and Mail, National Post, Financial Post, Les Affaires, Le Press, etc.)
- Facilitate RSS updates for Man Financial's various portal partners (MSN Finance, Globe Investor)
- Maintenance of web events calendar with corresponding landing pages and registration forms
- Maintain company website, CMS, and intranet

**QC Media Corp** MISSISSAUGA, ON, **SCREEN PRINTER / PRE-PRESS**, 2003

I provided assistance in the pre-press operations and other printing areas. This included managing a print screen studio, and editing image files. I was also responsible for shooting and preparing screens, fixtures, creating custom ink, chemicals, coating, emulsion, exposure of screens as well as operating the printing machines and quality control.

**Streetsville Glen Golf Club** MISSISSAUGA, ON, **GROUNDSCREW WORKER**, SUMMER 2002

**Canadian Graphics West** MISSISSAUGA, ON, **SCREEN PRINTER / PRE-PRESS**, SUMMER 2001

**North American General Graphics** TORONTO, ON, **GRAPHIC ARTIST**, SUMMER 2000

**Canadian Imperial Bank of Commerce** MISSISSAUGA, ON, **CUSTOMER SERVICE REPRESENTATIVE**,  
SUMMER 1997, 1998

EDUCATION

**Humber College** TORONTO, ON, 2005

\* **Post Graduate Certificate** in Advanced Web Development for e-Business

**McMaster University** HAMILTON, ON, 2002

\* **Bachelor of Arts, Honours** in Combined Honours Art & Honours Multimedia  
Award: McMaster University Dean's Honours List 2002

**St. Francis Xavier Secondary School** MISSISSAUGA, ON, 1996

\* **Ontario Secondary School Diploma**

EXHIBITIONS

**Digifest: Electronic Cities** DESIGN EXCHANGE, TORONTO, ON, 2003

**catch 22 (Group Show)** MCMASTER MUSEUM OF ART, HAMILTON, ON, 2002

INTERESTS

- I'm currently learning to program with Ruby on Rails, and also starting to develop HTML5 layouts for iOS devices.
- Cycling, travel, analog photography.

{ *References are available upon request.* }