Kevin Leegsma

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Dear Hiring Manager,

I am writing in response to the job posting regarding the Web Designer position. In April of 2012 I graduated from the University of Ontario with a Bachelor IT: Game Development and Entrepreneurship. During my undergrad I was exposed to several projects: games, animations, websites; as a lead UI designer and artist. Upon graduating I began doing freelance web-design. By employing clean and responsive design principles I develop webpages that are functional and visually appealing across all screens/devices. With modern web-design there's almost no limit to what a website can do or look like.

After reading the job description provided I believe that my knowledge of web development coupled with my sense of design would suit the job requirements. With a rapidly growing number of internet-accessible devices, design practices are constantly changing; modern websites need to be developed with this in mind. My belief is that an intuitively designed website can increase traffic and overall customer/user satisfaction.

In order to accomplish everything outlined in the job description I would bring to this company my skills in coding: HTML, CSS, Javascript; coupled with my UI/UX design skills and an in-depth knowledge of the Adobe CS package.

- **Proficient in HTML, CSS, Javascript and SEO practices. Working knowledge of Javascript frameworks jQuery, Angular.js and PEAR. Working knowledge of LESS/SASS CSS pre-compilers.**

- **Skilled in developing using frameworks Bootstrap, WordPress, etc. while adding customized CSS/JS to suit my layout/client's needs. This maintains the back-end functionality of these frameworks, while eliminating the 'cookie-cutter' feel of them that some sites possess.**

- **Lead artist/UI designer on MSpainter+ and Flight37; alpha-stage games developed during my undergrad.**

- **Responsive web designer giving pages portability between devices using CSS querying.**

- **Modular design; by separating code into different files it allows me to easily edit and repurpose layouts.**

I would welcome the opportunity to further discuss this position with you. Please feel free to browse my website **www.kevIN3D.me** for my artistic portfolio. If you have questions or would like to schedule an interview, please contact me by e-mail at kevin.leegsma@gmail.com or by phone at 905-925-4706**.**

Sincerely,

Kevin Leegsma

KEVIN LEEGSMA

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OBJECTIVE

[To be a highly valued front-end designer, fuelling my passion for design, working with a team of developers to maintain and update websites to keep with modern design and user interface trends.]

EDUCATION

Bachelor of IT – Honours: Game Development & Entrepreneurship   Sept. 2008 - June 2012
University of Ontario (UOIT), Oshawa, CAN

- Major: Game development with small business experience; accounting, marketing and finance.
- Related Course Work: Game design, User interface design, Web Design(HTML, CSS, PHP, Javascript), Human Computer Interaction/UX design, Programming, Social media, 3D Animation/Modeling, Marketing, Advertising, Finance and Statistics

SKILLS & ABILITIES

[*Web Design*]

- Proficient knowledge with the latest HTML standards: CSS3, HTML and Javascript; working knowledge of Javascript frameworks jQuery, Angular.JS, PEAR; working knowledge of LESS/SASS CSS pre-compilers.
- Skilled with rapid web development using Bootstrap and Wordpress, paired with custom CSS/Javascript to modify the basic 'cookie-cutter' look.
- Developed www.kevIN3D.ca, my artistic portfolio, www.kevIN3D.me, my web design portfolio, and www.westportflooring.ca, a flooring website for a company in the Ottawa Valley.
- Responsive designer: embedding custom CSS Queries, on top of Bootstrap's, it tells websites to use a layout optimized for the users screen size/device; maintaining the functionality of the core site.
- Web hosting knowledge: version control, back-up planning/recovery and disaster planning.
- Experience with Search Engine Optimization using AttractaSEO services through cPanel as-well as Google's AdSense/AdWords and Facebook Ads used to increase web-traffic.

[*User Interface Design*]

- Independently designed the page layouts for all sites in the portfolio section on www.kevIN3D.me to be fully scalable, crisp and intuitive.
- Lead game designer on MSpainter+, a 2D 'draw-your-own' style puzzle escape game created in Torque Game Builder. The UI was simplistic and easy to use, emulating a known interface.
- Lead UI/menu system developer for Flight 37 and MSpainter+. The user interface was designed to be simple while reflecting thematic elements of the game to maintain continuity.

EXPERIENCE

[*Freelance Web Developer*]   March 2012 – Present
www.kevin3d.me

- Responsible for designing, implementing and managing site day-to-day.
- Applied responsive design using media queries to allow the websites to maintain their intuitive design and functionality on a wide range of screen sizes without the need for a separate mobile (m.) domain.
- Utilized modular CSS/JS documents to increase portability as well as decrease browser load and maintenance time.

[*Lead 3D Designer/Modeler*]   Sep 2011 – March 2012
Durham Abilities Center

- Responsible for designing a 3D guided tour of the Abilities Center in Whitby; the tour is made for any browser able to run the Unity Webplayer plug-in.
- Utilized architectural blueprints to construct the 3D model; they were sourced to design a fully furnished 1:1 representation of the building.

–   Full portfolio can be found at ***www.kevIN3D.me***   –