

# Guillaume Morin-Simard

*Resume*

**Portfolio:** [guillaumems.com](http://guillaumems.com)

**Email:** [guillaume@guillaumems.com](mailto:guillaume@guillaumems.com)

**Linkedin:** [ca.linkedin.com/in/guillaume-morin-simard](https://ca.linkedin.com/in/guillaume-morin-simard)

**I am a bilingual UX and UI designer, content strategist and Web developer (HTML, CSS, PHP, WordPress) with over 15 years of experience.**

## General Skills

- Content strategy and information architecture
- Storyboarding of interactivity of digital products
- Digital experiences strategy and design (UX)
- Wireframing
- Analysis and strategy of online presence
- Copywriting for the Web (French), text revision and correction (English and French)
- Translation (high-level from English to French; intermediate-level from French to English)
- Search engine optimisation (SEO)
- Website content auditing
- Web development
- Custom WordPress theme development
- Email marketing template development
- Web and PDF document accessibility (WCAG 2.0)
- UI (Web) design
- Website quality control
- Website optimisation

## Project Management and Production

- Analysis, feasibility evaluation and financial evaluation of Web and multidisciplinary projects
- Analysis of requests for proposals and writing of proposals for Web and multidisciplinary projects (understanding of mandate, proposed approach, financial proposal)
- Production management of Web and multidisciplinary projects (identifying and assigning tasks, staff management, elaboration and respect of deadlines, quality control, client follow up)
- Development and follow up of client relationships

# Software, Applications and Technology

- Wireframing/prototyping software (Adobe XD, Axure, Figma, Sketch, Justinmind, etc.)
- HTML, CSS (SASS), Javascript (jQuery)
- PHP, MySQL
- Frameworks and grid systems (Foundation, Bootstrap)
- Adobe suite (Photoshop, Illustrator, InDesign)
- Email marketing services (MailChimp, CakeMail, etc.)
- Office suite (Word, Excel) and similar (Open Office, Google Docs, etc.)

## Experience

- **Web strategist, UX and Web designer, Web developer, copywriter**  
[Kaboom communication design](#) | February, 2012 – Now
- **UX and Web designer, Web developer**  
[Distantia solutions Internet](#) | March, 2009 – September, 2011
- **Web designer, Web developer, project manager, print clerk**  
[Selectrum communications](#) | March, 2008 – February, 2009
- **Web designer, design supervisor, Web developer**  
Evolutra corporation | February, 2006 – March, 2008
- **Technical support agent**  
Bell Business Internet | September, 2005 – February, 2006
- **Graphic designer, Web designer, webmaster**  
Freelance | May, 2004 – June, 2005
- **Junior graphic designer, webmaster**  
Cadmian | June, 2002 – August, 2003

## Education

- **College Diploma**  
[Techniques d'intégration multimédia, CÉGEP de l'Outaouais](#) | 2001 – 2004
- **College Diploma**  
[Sciences de la nature, CÉGEP de l'Outaouais](#) | 1998 – 2000
- **High School Diploma**  
[Collège Saint-Alexandre](#) | 1993 – 1998