

raisajari



UX-CENTRIC WEB DESIGNER & FRONT-END DEVELOPER

My passion is creating compelling user experiences using a well-rounded balance of visual and technical skills. I love creating products that are not only attractive but meaningful and easy to use.

PORTFOLIO SITE

raisajari.com

SKILLS

- User Experience practices
- Axure
- Visual Design
- Illustrator, Photoshop, InDesign
- HTML5/CSS3 responsive hand-coding
- Dreamweaver
- Git & Github
- Asana project management
- Learning: JavaScript/ JQuery, Wordpress

EDUCATION

Online courses updating skills in UX, Design, Front-end development

Lynda.com
Toronto, ON | 2015

Bachelor of Applied Arts, Image Arts

Ryerson University
Toronto, ON | 1996

Post-graduate Certificate, Multimedia

Algonquin College
Ottawa, ON | 1997

WORK EXPERIENCE

COMMUNICATIONS MANAGER

Ontario EcoSchools | 2008-2014

Strengthened online presence and brand for environmental education certification program contributing to tripling of school participation to over a third of all schools in the province:

- Refined visual identity and standards
- Redesigned, developed and maintained website.
- Designed and managed development, maintenance and growth of online community with a distributed team of developers.
- Designed, developed and managed monthly email newsletter.
- Created and managed best practices & digital media library.

FOUNDER

Hearth to Home Vegan Cuisine | 2004-2008

Founded online meal service, delivering healthy plant-based meals to Toronto homes:

- Managed and implemented all marketing for the business including website and weekly email attracting and keeping loyal clients.
- Managed product development and operations.
- Awarded NOW Magazine's best tofu roast, chosen over Tofurky.

E-STRATEGY COORDINATOR

Ontario Healthy Communities Coalition | 2002-2003

Digital communications for organization that provides services and educational resources to communities that are pursuing local healthy communities' goals:

- Redesigned and developed website.
- Maintained content for website and monthly email newsletter.
- Coordinated print process for newsletters and reference manuals.
- Chaired communications committee and managed communications volunteer positions.

COMMUNICATIONS DIRECTOR, ELECTED MEMBER OF EXECUTIVE COUNCIL

Ontario Green Party | 2001-2002

Improved the party's image and raised public awareness, resulting in a tripling of votes in the subsequent provincial election:

- Recruited and managed a distributed team of 5 volunteer communications specialists to improve media relations, graphic design, newsletter production, website and strategy development.
- Created a consistent and positive identity for the party by upgrading and unifying visual and written tone across all communications vehicles, especially the website.

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LOCATION Toronto, CANADA (EST)

