Clive Moore,

User Experience Designer

I am a user experience designer whom imparts a strong sense of passion to Treefrog Inc.
—the success driven digital agency known for their innovative and ground breaking creative business
solutions for the web, mobile and beyond.

I also have a passion about web standards, logo development, a serious fascination with typography and an
inherent need to make the web more usable and accessible.

Education

Georgian College - Graphic Design, Advanced Diploma with Honours
Humber College - Architectural Design Technology

Professional Experience

User Experience Designer – Treefrog Inc. ....2010 to present
Treefrog is a digital agency that partners with you to drive your goals through digital services and products.
Our services include web design and development, content creation, graphic design, SEO,
and all things social media.

- Collaborate with a team to maximize outcomes for the client
- Determine project deliverables, budgets and time frames
- Identify and implement workflow and process efficiencies
- Develop design strategies, prototypes and creative direction
- Provide design and art direction for high profile initiatives
- Author device agnostic CSS3/HTML5 for websites and applications

User Experience R&D – Lassosoft Inc. ....2010 to present
LassoSoft Inc. is a privately held software development company solely dedicated to furthering the product
development and market presence of the Lasso line. The Lasso language is a development platform that is the
easiest, quickest and most secure method of supporting custom, data-driven web sites today.

- Collaborate on new business ideas and project objectives
- Create engaging user experiences for all new product development
- Present and demonstrate new products at Lasso Developer Conferences
- Architect CSS3/HTML5 coding standards for a.mphibio.us and blueworld.com

President, Creative Director – Creative Media Cubed Inc. (cm3)...............1998 to 2011
cm3 is a multidisciplinary design firm that develops innovative creative solutions to business challenges.
Our mantra is design by thinking. And we have a proven track record in applying this approach to new media
and traditional print projects.

- Assess business requirements and project objectives
- Determine project deliverables, budgets and time frames
- Develop design strategies, technology requirements and creative direction
- Provide design and art direction for high profile initiatives

Part-time Instructor – Georgian College.. 2006 to 2007
School of Design and Visual Arts

- Responsible for the design and development of curriculum
- Design and develop, learning outcomes, lesson plan and projects
- Provide instruction and direction for students of various skill levels

Art Director – The Index Group .... 1997 to 1998
Marketing and Advertising Agency

- Responsible for the design and production of three periodical magazines
- Provide design and art direction for advertisements and marketing materials of various clients
- Diagnose and repair computer hardware, software and networking-related issues
- Participate in strategic planning sessions and all aspects of each project
- Represent The Index Group at client meetings

Freelance... 1996 to 1997

- Account Director, Client Liaison
- Concept development/articulation, graphic design and production
- Manage the client through the design process to the final product
- Represent client's interest with trade suppliers

Professional Highlights

- **A.mphibio.us** – Chief Architect of the open source responsive front end web development kit
- **Aspatore Books** – selected by the editorial board of Inside the Minds as an author for;
  The Art of Consulting **–** Gaining Loyalty, Achieving Profitability, & Adding Value as a Consultant
- **Georgian College** – Advisory Board Member, Web Animation and Design Program
- **Branham 300** – named cm3 as one of the Top 25 up-and-coming Canadian IT companies (2001)
- **Otter Award** – Ontario Society for Training and Development, best external training program

Software

- **Adobe:** Photoshop CC (expert), Illustrator CC (expert), InDesign CC (expert)
- **Apple:** Keynote (advanced), Pages (intermediate), Numbers (intermediate)
- **Microsoft:** Word (advanced), Excel (intermediate), PowerPoint (advanced)
- **Miscellaneous:** BB Edit (advanced), Coda (expert), Navicat (intermediate)
- **Workflow:** Node.js, Grunt, Subversion, Git, Versions, Terminal
- **Platforms:** Macintosh, iOS, Windows, BB & Andriod (for testing)
- **Languages:** XML, HTML5, CSS3, SASS, JavaScript, English
- **Streaming Formats:** mp4, ogg, webm
- **Familiar:** swift, lasso, php, jsp, mySQL, SQL
- **Depricated:** XSLT, Flash MX 2004, Dreamweaver, ActionScript

Contact

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