



# Ronaye Ireland

Graphic, UX/UI & Web Designer

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## EDUCATION

### Certificate, Graphic + Digital Design • 2022

InFocus Film School, Vancouver, BC

### Diploma, Technology in Computer Systems – Multimedia Software Development • 1999

British Columbia Institute of Technology, Burnaby, BC

### Diploma, Travel & Tourism Counselor • 1986

CompuCollege School of Business, Richmond, BC

## WORK EXPERIENCE

### Set + Lead Dresser, Special Projects Film, Vancouver, BC • 2013–present

Responsible for creation of special props, plus setup and breakdown of sets for TV and feature productions. Full member of IATSE 891.

### PicaDesign, Freelance Designer Remote • 1990–2013

Provided freelance services in print production, web design (WordPress themes, social media, and site analytics), and online marketing (internet ads, email).

### Owner + Operations Manager Jaquima Ranch, Maple Ridge, BC • 2004–2011

Built a 4000 sq. ft., 10–16 horse boarding stable — created concepts, designs, and 3D models. Once built, handled all aspects of business, including development of marketing strategies and promotional materials. Produced photography, videos, website, ads, flyers for on- and off-line promotions.

### Project Manager, Web Designer British Columbia Institute of Technology (BCIT), Burnaby, BC • 2001–2006

Project manager responsible for third redesign of B2C website, including migration of five schools and 45 departmental sites to new content management system. Developed content inventories and migration strategies; prepared proposals outlining project objectives, budgets, deliverables, and timelines; provided web design, development and tech support to stakeholder throughout campus.

## OTHER COURSEWORK

### Make Your Mark Business Training, Surrey, BC • 2011

In-person, weekend workshops on tradeshow, networking, and social media (Twitter, Facebook, YouTube, blogging).

### EbenPaganTraining.com Los Angeles, CA, USA • 2008–2009

Private, live, online program covering information marketing, and customer profiling + conversion.

### Simon Fraser University / Burnaby, BC • 1993–1994

Continuing education courses including writing for business; publication design and print production.

### Associate Creative Director Vortex Business Software Corporation Vancouver, BC • 2000–2001

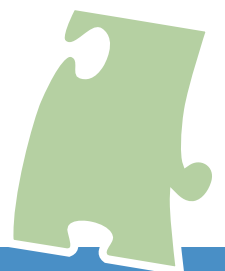
This multifaceted role saw me act as a project lead and manager. Included graphic design, business/systems analysis, development of functional requirements for developers, and information architecture.

### Web Developer/Designer BCIT, Burnaby, BC • 1995–2000

1995–97, was a full-time member of Applied Research team charged with creating BCIT's first corporate internet presence. Later, participated in redesign of website. Provided ongoing web design services and technical support to BCIT's community. Built applications — including an online search tool for school's 250 programs — using client- and server-side technologies like (D)HTML, PHP, MySQL.

### Communications Coordinator BCIT, Burnaby, BC • 1990–1995

Designed logos and print collateral, including program calendars, flyers, reports, brochures, ads, signage, posters, and newsletters. Produced camera-ready artwork, including separations, overlays, and impositions, and signed off on bluesines.



## SKILLS: SOFTWARE

### ADOBE

Dreamweaver  
Illustrator  
InDesign  
Photoshop  
Premiere

### UX/UI

Visio  
Whimsical  
MarvelApp

### E-COMMERCE

aWeber  
Google Analytics  
Mailchimp  
Squarespace  
Wix  
WordPress

## SKILLS: OTHER

HTML / CSS /  
Basic PHP + MySQL  
Fluent in Dutch

### MEMBERSHIPS

Member, Graphic  
Designers of Canada  
BC Chapter  
2022-present

### PUBLICATIONS

Published Author:  
How to Find Trouble  
Free Horse Boarding