



# Ronaye Ireland — Graphic, UX/UI & Web Design

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## SKILLS: SOFTWARE ADOBE

Dreamweaver  
Illustrator  
InDesign  
Photoshop  
Premiere

## UX/UI

Figma  
MarvelApp  
Visio  
Whimsical

## E-COMMERCE

aWeber  
Google Analytics  
Mailchimp  
Squarespace  
Wix, EditorX  
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

## EDUCATION

### Certificate, Graphic + Digital Design • 2022

InFocus Film School, Vancouver, BC

- *Award: Mastery of Adobe InDesign*  
Recipient of honour recognized for outstanding technical skill in Adobe's layout software.

### Diploma of Technology, 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 & ACFC West local 2020 UNIFOR.

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

Provided freelance services in print production, web design (UX/UI, 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 UX/UI, web design, development and tech support to stakeholders 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 and email marketing, user profiling, conversions, analytics.

### 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, UX/UI, and development of functional requirements for developers.

### Web Developer 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 UX/UI + 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.

