



# Joel Edwards

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## Clients

4orward Financial  
94 Feet  
Audi  
CCF  
CBRE  
Deffence Force  
DHHS  
Etihad Stadium  
Etsy  
Events On Paper  
Far East Consortium  
Firbank Grammer  
Franzé  
Fresh Kustoms  
Genazzano College  
GPRA  
Hastings  
Hello May  
Home Timber & Hardware  
ICD Property Group  
IcebergHQ  
Investorist  
Leighton Properties  
Maben Group  
Market Stall  
Melbourne Central  
Merri Merri  
My Local Foodie  
NGS super  
NAB  
Oh Yeah Wow  
Oliver Hume  
Ormond College  
Revolt Productions  
RPM Real Estate  
Salvo Property  
Sample Brew  
Space Hotel  
Squillace  
Stonyridge Winery  
Suncorp  
Sunsuper  
The Design Files  
Timing Solutions  
Vic Police  
Vic State Government  
Victoria University  
Villa World  
Vincent2  
Zagame Automotive

## Employment

### Splat Designs

#### Freelance Designer/Developer / 2007 - Present day (10 Years)

*Branding, Client Management, Client Meetings, DNS, eCommerce, Flash Development, Front-End, Mobile Websites, PHP, Print Design, Prototyping, Quoting, R&D, Responsive, Signage, SVG, Timelines, UX, Web Design, Wireframing, Wordpress.*

### Three's a Crowd

#### Digital Creative Lead / 2015 - Present day (2 year)

*Animation, Branding, Digital Design, Drupal, Client Presentations, EDM Responsive Design & Development, Front-End, Mentoring, Pitches, Prototyping, QA testing, Quoting, R&D, Responsive, Strategy, SVG, Team Leadership, Timelines, UX, Web Design, Wireframing, Wordpress, Workshops*

### Cassette

#### Front End Designer / 2014 - 2014 (7 Months)

*Ad Design, AJAX, EDM Design, EDM Development, Front-End, PHP, QA Testing, QA Reports, R&D, Responsive, Team Management (offshore), UX, Web Design, Wireframing, Wordpress.*

### Investorist\*

#### UX/UI Designer & Front End Developer / 2013 - 2014 (1 year)

*.NET, Ad Design, Ad Management, EDM Design, EDM Development, Front-End, Mobile Web App's, Mentoring, Prototyping, QA Testing, QA Reports, R&D, Responsive, SVG, Timelines, Team Management, UI Design, UX, Web Design, Web app's, Wireframing, Wordpress.*

### Extension\*

#### Developer / 2012 - 2014 (2 years)

*Client Meetings, DNS, EDM Development, Flash Ad's, Front-End, Prototyping, Mobile Websites, R&D, Responsive, SVG, Wordpress.*

### Lettuce Digital\*

#### Developer & UI/UX Designer / 2012 - 2014 (2 years)

*.NET, Ad Management, Client Management, Client Meetings, DNS, eCommerce, Flash Development, Front-End, Mobile Web App's, Prototyping, Quoting, R&D, Responsive, SVG, Timelines, Team Management, UI Design, UX, Web Design, Web app's, Wireframing, Wordpress, Wordpress MU.*

### Lettuce Systems

#### Senior Front End Developer / 2010 - 2012 (2 years)

*.NET, Ad Management, Client Management, Client Meetings, DNS, eCommerce, Flash Development, Front-End, Mobile Web App's, Prototyping, Quoting, R&D, Responsive, SVG, Timelines, Team Management, UI Design, UX, Web Design, Web app's, Wireframing, Wordpress, Wordpress MU.*

### General Practice Registrars Australia

#### Web Developer & Team Leader / 2009 - 2010 (1 year)

*DNS, Flash Development, Front-End, PHP, Prototyping, R&D, Team Management, Timelines, Wireframing, Wordpress.*



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## Tools

Photoshop  
Illustrator  
InDesign  
Flash/Animate  
Director  
InVision  
Axure  
Balsamic  
UX pin  
Coda 2  
Visual Studio  
Git

## Code

Html5  
CSS3  
Javascript  
jQuery  
Raphaël  
PHP  
.NET  
ActionScript 3  
Bootstrap  
Foundation  
Wordpress  
Silverstrip

## Side Projects

jQuery games  
SVG drawing App  
Cloud OS  
Konami Code secrets

## Interests

Star Wars  
Skateboarding  
Cats  
Pizza  
Coffee

## References

Available upon request

## Feature Projects

### The Design Files

**thedesignfiles.net + thedesignfilesopenhouse.com**

*Lettuce Systems met with Lucy Feagans in 2010 to discuss how we could help her reach her audience and advertisers. I helped set her up with a media-rich EDM that would pull content straight from her blog and co-ordinate her online advertising in a more manageable way. In 2011 Lettuce helped Lucy launch her first ever Open House project, which when paired with an online store that used Lettuce's proprietary e-commerce system, Lucy was able to make this Melbourne-based project available to the rest of Australia. The following year Lucy came back to Lettuce with the task of updating her already hugely popular blog to version 2. Working alongside the team from SouthSouthWest, I advised on usability and best practice when it came to Web standards and then developed the front-end.*

### Investorist

**investorist.com.au**

*The first of its kind, a b2b off-the-plan property marketplace. As part of the team presented with a unique opportunity to build a one-of-a-kind system from the ground up, my role was to design and develop intuitive user interfaces with a high focus on usability. This role included a vast range of tasks such as designing each page template, transaction workflows, email notifications and a playing-card style property favourite system. However the most rewarding task was integrating a unique video feed for property launches, that enables users to live stream events while using a chat box to ask questions in real time.*

## Education

### Advanced Diploma In Interactive Multimedia

Victoria University / Melbourne 2009

### Certificate IV in Multimedia

Victoria University / St Albans 2006

### Certificate II in Multimedia

Kangan Batman Tafe / Melton 2005

\* Lettuce Systems was purchased by Extension in 2012 and was re named to Lettuce Digital. The Lettuce team (including myself) not only managed all digital work from Extension but still retained their own clients under the name Lettuce Digital. In 2013 Extension created a start-up called Investorist based on a system Lettuce Systems created.