Joel Edwards

JoelEdwards.website   me@JoelEdwards.website   0413 606 930

Clients

Employment

Freelance

Digital Creative   2006 - Present day (15 Years)

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

The Lucas Group

Digital Product Lead   2017 - 2020 (3 Years)

Branding, Digital Design, Digital Strategy, Front-End, Project Management, Product Management, QA testing, R&D, Team Management, Timelines, UX, WooCommerce, Wordpress, Workshops

Three's a Crowd

Digital Creative Lead   2015 - 2017 (2 Years)

Animation, Branding, Digital Design, Drupal, Client Presentations, EDM Responsive Design & Development, Front-End, Mentoring, Pitches, Prototyping, QA testing, Quoting, R&D, 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.

Lettuce Digital / Extension*

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

.NET, Ad Management, Client Management, Client Meetings, DNS, eComcerce, 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, eComcerce, Flash Development, Front-End, Prototyping, Quoting, R&D, Responsive, SVG, Timelines, Team Management, UI Design, UX, Web Design, Web app's, Wireframing, 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
InVision
Sketch
Coda 2
Visual Studio
Git/ Bitbucket
Flash/Animate
Director
Wrike

Code

Html5
CSS3
Javascript
jQuery
Bootstrap 4
Raphaël
PHP
.NET
ActionScript 3
Foundation
Wordpress
Silverstrip
SquareSpace

Side Projects

Food Ordering Platform
Community Darkroom
Film/Darkroom Tutoring
Restoring film Cameras

Interests

Star Wars
One Piece
Film /Darkroom
Video Games
Craft Beer
Cats
Pizza

References

Available upon request

Feature Projects

The Lucas Group

www.lucas.online

When I started, the digital landscape at The Lucas Group (TLG) consisted of 7 websites with 5 different Content Management Systems (CMS), 3 payment gateways and 2.5 different eCommerce platforms. My goal was to reduce this Tech Debt. First, I pioneering one core theme that could power all TLG websites. What I created was a flexible core theme, that would build pages with content blocks rather than templates. This meant once a feature was developed as a block it could now be deployed across all of TLG websites with minimal development, vastly increasing efficiency. I led the upgrade of TLG online stores, gift vouchers, takeaway orders and booking platforms. I instated a form of Agile project management in the marketing team and within 6 months it was rolled out company-wide with 13 departments collaborating in my platform. To date, I have reduced the outgoing digital spend by $300K and reduced their reliance on creative agencies to only the initial ideation for new restaurant brands.

Investorist

www.investorist.com.au

The first of its kind, a B2B off-the-plan property marketplace. My role was to design and develop highly intuitive page templates, transaction workflows, email notifications and user interfaces with a focus on translating real-life tasks, such as contract negotiation, into a digital format. One of the most innovative features I developed was for live property launches, which integrated a live video feed and instant chat on the property profile page. This enabled prospective agents to live-stream events while using a chat box to ask questions in real-time if they couldn't attend in person. Investorist still retains a majority of the original user interface that I designed and developed. They currently have more than 7000 companies located across 25 countries.

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-branded as Lettuce Digital. Myself and other Seniors in the Lettuce team managed all digital work from Extension and still retained our own clients under the name Lettuce Digital. In 2013 Extension created a start-up called Investorist based on a system Lettuce Systems created and our time was split between client work and Investorist.