

mike lucas

Designer of awesomely crafted pixels
for web, video and interaction.

Phone: (416) 996.4844 | E-mail: mike@vinyldust.com | www.vinyldust.com

Overview A creative digital media designer who understands brands and creates compelling web pages, graphics, interactive demo applications, and motion graphics. Uses thoughtful integration of functional user interface design, with great conceptual and layout skills. Highly organized and client-friendly work-style. Strong analytical and troubleshooting skills. Fluent in English and French. An enthusiastic team player and fast learner.

Experience

■ Yellow Pages Group

December 2008 - Present - Toronto, Ontario
Digital Marketing Designer/Programmer

Overview: Managed all of the online activity for the advertiser communications team. Responsible for all online content changes including imagery, flash animation, content capture forms and e-mail deployment. Aided in creation of several training videos for sales force. Managed hosting solutions and content management systems.

Major accomplishments:

- + Designed, optimized and deployed a quarterly e-newsletter that achieved an average open rate of 27%
- + Designed and programmed a compelling interactive product demo
- + Created web sites, videos and e-mail campaigns for new products

■ The Observer (Sun Media)

June 2006 - November 2008 - Sarnia, Ontario
New Media Specialist

Overview: Managed online advertising for The Observer's online news web site along with several other Sun Media papers in southwestern Ontario. Facilitated the shift from print advertising to online spending. Responsible for the creation of all video and print promotional pieces for the online web site and for several other local businesses.

Major accomplishments:

- + Doubled web site traffic over a 4 month period (50,000 Weekly visits)
- + Generated a YouTube channel view count of +100K via social media
- + Created a new video product to increase the revenue of the website
- + Designed the new visual identity of all online branding & advertising

■ Vinyldust

June 2006 - Present
Creative Director / Owner

Overview: Created a company which focuses on helping small businesses create a cost-effective online presence. In charge of all design, creative and coding for clients. Created a profitable shopping cart and e-commerce site. Able to explain technology in simple terminology.

Major accomplishments:

- + Created a fully operational E-commerce site using a CMS engine
- + Managed all clients and their requests on a frequent basis
- + Has helped increase online traffic to each of these businesses
- + Managed & help find the best technical solution within budget

Technical Skills

Software

- + Adobe Photoshop
- + Adobe After Effects
- + Adobe Illustrator
- + Adobe Flash
- + Adobe Dreamweaver
- + Adobe InDesign
- + Apple Final Cut 5.1
- + Apple Soundtrack
- + Microsoft Office
- + OmniGraffle

Programming

- + XHTML
- + CSS
- + PHP
- + ACTIONSCRIPT
- + XML

CMS Solutions

- + WordPress
- + Joomla!
- + WebLogic Pro

Operating Systems:

- + Mac OSX 10 - 10.6
- + Microsoft Windows XP - 7
- + Plesk/Cpanel Server administration panels

Education

**Multimedia Design
Advanced Diploma Program**
2003 - 2006
Durham College, Oshawa, ON
Graduated with honours

Interests

Web and design enthusiast.
Guitar player with a penchant for British rock.
Amateur Magician.

Portfolio

Available 24 hours a day, 7 days a week at
www.vinyldust.com