



EDWARD BACAL

WEB DESIGN & DIGITAL COMMUNICATIONS

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- I take pride in bringing unique creative vision and critical thinking to digital media. My skillset spans UI, UX, graphics, and code, offering a holistic approach to web design. I'm just as passionate about creating beautiful, useable websites as I am about developing practical solutions for user-facing content.

SKILLS

DESIGN

-  Photoshop
-  XD
-  InDesign
-  Illustrator
-  After Effects
-  Premiere Pro
-  Sketch
-  Figma

DEVELOPMENT

-  HTML5
-  CSS3/SCSS
-  JavaScript/jQuery
-  Wordpress
-  Shopify
-  WCAG
-  User Experience
-  Responsive Media

SOFT-SKILLS

- Research
- Copy-writing/editing
- Critical analysis
- Problem solving
- Collaboration

EXPERIENCE

MRM (McCANN WORLDGROUP)

Digital Production Developer (2020 - ongoing)

I design digital content (including web pages, animated banners, newsletters, and videos) for a global marketing firm. Clients include General Motors, Lysol, Air Wick, Woolite, Sanofi, etc.

UNIVERSITY OF TORONTO

Course Instructor (2016 - 2020)

I independently designed and delivered undergraduate art history courses. In addition to leading classes and seminars, I produced original curricula and course documents, including online content.

Teaching Assistant (2012 - 2018)

I led undergraduate tutorials, evaluated large volumes of coursework, liaised with students and staff, and performed administrative tasks.

TORONTO COMMUNITY BIKE CO-OPS

Designer (volunteer) (2016 - 2020)

I design visual reports and documents for the organization, chiefly for Bikechain, one of its constituent organizations.

EDUCATION

JUNO COLLEGE OF TECHNOLOGY

- Immersive Web Development Bootcamp (2020)
- Wordpress/Shopify Custom Theme Development (2020)
- Accelerated Web Development (2019)

UNIVERSITY OF TORONTO

- PhD, Department of Art History (2018)