

# BILL WALSH

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## SUMMARY

Skilled Creative Developer with 20 years of progressive experience in web development, branding, project management and agency support. Proven track record of client and brand management, possessing effective interpersonal and public relation skills. Primarily self-taught in order to innovatively develop and manage websites and intranets, with a specialization in design, information architecture and video production. Creative, quick thinker with inventive concepts and intuitive strategies, who has the ability to visualize an idea and make it a reality.

Web & Graphic Design	Animation, Interface Design & Video	Trend-focused & Customized Brand Management
Adobe Creative Suite, LAMP & Microsoft Office	Production Project & Team Management	Enterprise and Small-Scale: Website & Intranet Management
Research, Marketing & Proposals	Media, New Media & Social Media	Client Relations, Training & Support
Information Technology Services (ITS)	Budget & Assets Management	Hardware Set-up, Networking & Communications

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## PROFESSIONAL EXPERIENCE

**2009 – 2020**

**GEEK ORACLE**  
**Chief Creative Officer**

*Geek Oracle is a full-service web, social media agency that embraces innovative technologies and forward-thinking business practices to provide effective digital marketing and enterprise technology solutions*

**Background:**

Started the company from its inception with two partners, building an admirable client base in North America. Directly or indirectly involved in all activities of the agency. Clients have included Pepsi, Mercedes-Benz, Dr Pepper Snapple Group, Toyota, and Castrol.

**Responsibilities and Achievements:**

- Web development, Branding, Marketing, Design (including print, animation, and motion graphics) and Administration across multiple hosting environments; information communication and design architecture; writing copy; mapping out microsites and large-scale websites; video on-site location & post-production and compression.
- Transitioned clients from proprietary software to open-source software (e.g. Wordpress), when desired, saving them thousands in operating costs
- Provided client technical support and in-person/online training and problem-solving, including technical specification documentation
- Client-focused proposals that stay ahead of trends, including development and incorporation of ADOA- and CASL-adherent sites
- Managed of day-to-day operations such as interviewing, hiring, training and outsourcing of personnel; budget and finance planning/management; project management using multiple systems including Asana & Basecamp

**2005 - 2009**

**EVOLUSENT**  
**Executive Producer**

*Evolusent (formerly Web Impact) provides Enterprise solutions to major corporations and governmental agencies*

**Background:**

Began as web designer but quickly promoted when digital video filming, editing and special effects abilities became apparent. Clients have included Honeywell, Hockey Canada and Cottage Life.

**Responsibilities and Achievements:**

- Managed the Development team in the creation of audio and video projects aligned with the objectives of corporate clients, from the initial creative direction of concept design to the final video production
- Designed and maintained corporate websites, including the full back-end software (i.e. Prism) for content and video management
- Key role in change management and optimization efforts, transitioning software platforms from ColdFusion to PHP; results included agency savings of \$35,000 annually
- Planned and oversaw the building of a Chroma key studio for in-house and client A/V projects
- Trained clients for independence in numerous subjects, from website updating and personalization to general and project-specific software use (e.g. Photoshop)

**2000 - 2005                    OSGOODE HALL LAW SCHOOL, YORK UNIVERSITY****Information Technology Services**

- Designed Osgoode Hall Law School internal and external websites in HTML and Flash
- Developed and designed Alumni website, including online donor submissions
- Partnered with the Osgoode Communications Manager to ensure annual site redesign supported recruitment goals
- Other key projects included websites for: the International Association of Consumer Law; the Innocence Project; and the Osgoode Professional Development/Continuing Legal Education
- Assisted with the school's electronic flat-screen bulletin board (updated online)
- Delivered training sessions for faculty, staff and students in general computer use and on QuickPlace and Macromedia Contribute
- Executed a portable streaming project that recorded class sessions using laptops

**1999 - 2000                    GLENDON CAMPUS, YORK UNIVERSITY****Information Technology Services**

- Designed and maintained the Glendon Campus website and Intranet
- Designed and programmed major Flash presentations used by Glendon Recruitment staff at major university fairs across Canada
- Served as an Administrator for Lotus Notes, Domino and Quickplace

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**COMPUTER SKILLS**

**Video Editing/Effects/Compression/Production:** Premiere, After Effects, Audition, Final Cut Pro, Motion, Adobe Encoder, Handbrake, GoldWave, MPC-HC, VLC

**Animation:** Flash, After Effects, Maya, 3DS Max, Illustrator

**Image Manipulation & Design:** Adobe Photoshop, Illustrator, InDesign

**Wire-framing:** Omnigraffle, Balsamiq

**Networking:** Tomato, DD-WRT, Linux, Windows, Mac, Virtual Private Networks

**Web Development:** Dreamweaver, Notepad, TopStyle, Yojimbo

**Programming:** PHP, Javascript, CSS

**Social Web:** Reddit, Twitter, Facebook, Pinterest, Instagram, Voat, YouTube

**Web Technology:** Cryptocurrency

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**EDUCATION**

**Visual Arts Certificate,** 2000, Centennial College, Toronto, Ontario