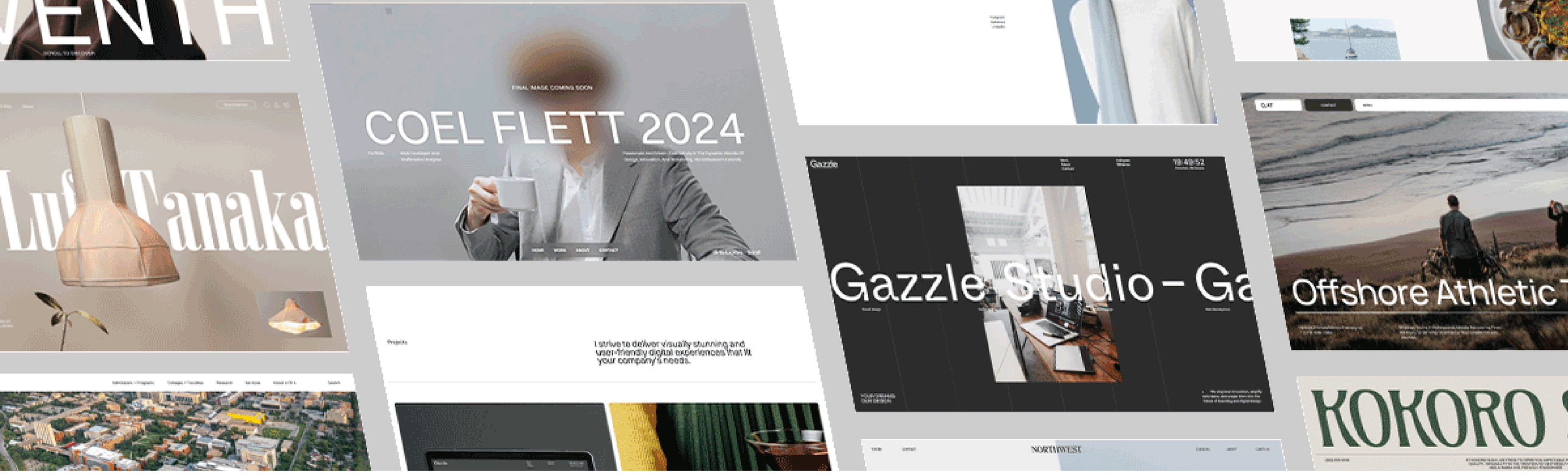


COEL FLETT

RESUME | HELLO@COELFLETT.COM | COELFLETT.COM

EXPERIENCE

GAZZLE STUDIO — Founder, Creative Director — April 23 - Current

- I Lead the vision of Gazzle, a creative agency specializing in digital solutions.
- Guide and supervise project execution to ensure the maintenance of high standards.
- Ensure alignment with clients' vision and brand objectives: Collaborate closely with clients to meet their goals and brand identity.
- Orchestrate cross-media projects: Coordinate projects across various mediums for a cohesive approach.
- Specialize in branding, web design, marketing, and development: Focus on comprehensive digital solutions for clients.
- Implement a multifaceted approach for innovative digital brand development: Utilize diverse skills to deliver fresh perspectives to stand out in the market.

ION PRINT SOLUTIONS — Junior Web Developer, Graphic Designer — Aug 21 - Mar 23

- I worked as part of a new team to revamp their brand and explore new markets for growth.
- My role: Developed new websites and refreshed the company’s image and brand, aligning them with market trends.
- Collaborated with a team of marketing specialists, sales professionals, and writers to achieve cohesive outcomes.
- Additional Contributions: Extended expertise to diverse clients, guiding them in strategic website development, packaging, and branding.
- Objective: Ensured clients maintained a strong digital presence, effectively communicating their brand identity and values.

CONTRACTOR — Brand Developer, UI/UX Designer — July 19 - June 21

- Professional collaborations: Worked as a consultant/contractor with various entities, including Digital Persona & One Shade.
- Role: Assumed a multifaceted position as a front-end web designer within these partnerships.
- Contributions: Designed visually appealing and user-friendly online interfaces to enhance user experience.
- Marketing design: Took charge of creating impactful marketing materials to effectively communicate brand messages and values.

EDUCATION

University of Lethbridge — BFA - New Media
2015 - 2019

SKILLS

Design	Responsive Design, Font Pairing, Layout & Hierarchy, Brand Development, Visual Storytelling, Accessibility Design, Print Design, Wireframing & Prototyping, Online Advertising, Email Templates & Newsletters, Microsites, Marketing Websites, Visual Mockups, User Experience Design, Flexible Template Design
Skills	Figma, InVision, CSS/CSS3/SCSS/SASS, HTML/HTML5, JavaScript, Squarespace, WordPress, Adobe Creative Cloud, GitHub/Git (Source Code Management), Bootstrap, JQuery, Cross-Browser Compatibility, SEO Optimization, Quality Assurance (QA), SaaS, Debugging, A/B Testing, Google Analytics, Incident Response, Management Systems, Webpack, Website Performance Optimization

ABOUT ME

As a visual designer immersed in the realm of multimedia design, I bring a wealth of creative expertise to the table. My professional journey has been marked by a proven ability to infuse a distinctive and innovative perspective into design challenges. I thrive in environments that foster collaboration, where I can effectively communicate and contribute ideas while also being adept at managing time to meet project deadlines.

Equally comfortable working independently, I have honed my skills in website development, brand development, seamless cross-device experiences, and the creation of compelling web-based retail platforms. With a strong desire to learn and grow, I continually seek out new techniques and technologies to enhance my skillset.

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