

KONN LAVERY

Graphic Designer & Web Developer | Award-winning Fiction Author

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Konn Lavery's skills are integrated into his logo and branding to create uniquely mastered visuals to best suit his clients' needs. The visual assets expand into stationary, book formatting, and large print signage. His expertise in web design focuses on storytelling through information architecture, UX design, custom full-stack WordPress development, website usability, and mobile design. He graduated the Digital Media Production program at the former Guru Digital Arts College in Edmonton, 2010. After, he taught design at the college for two years, he branched off on his own. Konn continues to grow his knowledge base, fully operating as an independent contractor since 2014. He writes award-winning fiction in his spare time.

Portfolio
[revealdesign.ca](https://www.revealdesign.ca)

WORK HISTORY

Reveal Design: June 2014 – Current

Independent Full-Time Contractor

- Website design focusing on the storytelling of the buyer's journey with interactive UX responsive layouts.
- Website development from brochure static sites to dynamic PHP-based content management systems with e-commerce and gated user level operations. Wordpress full-stack developer oriented.
- Logo designs complete with style and brand guides ensuring quality and consistency across all future company campaigns.
- Marketing assets including on-sight large print signage, tradeshow booths, business cards, brochures, folders, book covers, interior book formatting, album covers, and posters.
- Photo touch up, manipulation, and collage work for product shots, advertising print and web banners.
- Project management through consultation, identifying scopes, quoting, timeline projections, and determining a solution that utilizes the ideal tools and budget.
- Flexible, informative, and collaborative with additional contractors and clients' internal teams.
- VPS management and transferring of websites and domains to the desired web hosting.
- Animating logo and graphical icons, online banner ads, and cartoon characters.
- Interactive responsive media elements creating drag and drop games and educational tools.

Contract Work: April 2010 – June 2014

Part-time Contractor

- **Urban Creative Co.** February 2014 – June 2014
 - Website design and development.
 - Server and hosting management, email setup, and transferring of websites to the desired web hosting.
 - Website consultation, troubleshooting, and project quoting.
- **eLASTIQ studios** April 2010 – July 2011
 - Graphical asset creation.
 - Website design and development.
 - Math learning tutorials through animation and Actionscript 3.0.

Progressive/Pacific Home Warranty May 2012 – July 2014

Marketing and Operations

- Website design and development.
- Social Media marketing and management.
- Newsletter writing and production.
- Training team members for basic IT needs through one-on-one sessions and presentations.
- Manage, design and print in-house with Xerox Products.
- Printing custom brochures, business cards, booklets, and folders for customers.
- Internal documentation writing and management to streamline departments' workflow.
- Project management, directing exterior contract design, and proposal development.

Guru Digital Arts College February 2010 – May 2012

Core Instructor

- Instruct 8-10 classes per week across three courses. Classes included: Design Theory, Printing Process, Public Speaking, Portfolio Mentorship, HTML/CSS, PHP, Javascript, WordPress, Adobe illustrator, Flash, Actionscript 3.0, InDesign, Photoshop, and Dreamweaver.
- Marked student assignments and reviewed student project proposals.
- Wrote curriculum for two courses.
- Trained new faculty members on assignment marking and lesson plan writing.
- Preparation of new intakes with classroom setup and first day documentation.
- Assisted with promotional posters, videos, and online Flash games for the school and for Edmonton's The Works.

Winners: November 2009 – February 2010

Wal-Mart: August 2008 – November 2009

SKILLS

- Production design, creative thinking, brand planning, brand storytelling, visual advertising buyer's journey, custom typography creation, photo editing, collage, and manipulation
- Printing process with bleeds, crops, paper sizes, print mediums, layouts, pantones, and finishings
- Fast Learner, collaborative, flexible, informative
- Project scoping and timeline management, quoting, budgeting, consulting, and educating
- Website UX design through buyer's journey, storytelling with interactive elements, and cross-device support
- Website development: HTML 5, LESS, CSS, PHP, Javascript, jQuery, and XML
- Web server management: cPanel, MySQL, Shared Hosting, and Linux Apache WHM VPS with various web service providers
- Full-stack WordPress development with custom themes and blocks
- Additional content management systems: SquareSpace, Wix, Drupal, Joomla, HubSpot COS, Sharepoint, Umbraco, and Orchard
- Microsoft Visual Studio Code
- Adobe Creative Suite, Adobe XD, Figma, Affinity Suite, and Canva
- Newsletter distributors: Mailchimp, Mailerlite, Constant Contact, Hubspot, and Email Octopus
- Operating Systems: Macintosh and Windows
- Microsoft Office Suite
- Team communication platforms: Monday, Slack, Asana, Zoom, Microsoft Teams, Google Drive

EDUCATION

Guru Digital Arts College

September 2009 – February 2010

- Digital Media Production Diploma (Excellence in Rich Media)

INTERESTS

- Hybrid best-selling author with traditional and self-published award-winning books. Focus on in-person and digital marketing, audiobooks production, book signings, conventions, and presentations at writer festivals
- Drawing and collage photo illustrations to support fascination with transmedia storytelling
- Playing and recording music