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# Geoff Isaac

**UX/UI Designer and Senior Developer** with 20+ years of experience leading the design and development of functional, usable, and accessible web solutions and features.

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Oakville, ON

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## Skills

### TECHNICAL

Adobe Photoshop  
Adobe Illustrator  
Studio 3D Max  
Adobe Premiere  
Adobe After Effects  
Adobe InDesign  
Figma  
HTML/CSS  
Javascript  
Jira

### DESIGN

Responsive design  
Contextual Research  
Visual Design  
Experience Mapping  
Information Architecture  
Storyboarding  
Usability Testing  
Wireframing  
Conceptual Modeling  
Rapid Prototyping

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## Awards & Nominations

### Digital Publishing Awards

BEST DIGITAL EDITORIAL PACKAGE and BEST ARTS & CULTURE STORYTELLING  
Honorable Mention for "60 Years of Indigenous Music Game Changers"

INNOVATION IN DIGITAL STORYTELLING  
Honorable Mention for "Paddle of the Century"

### Webby Awards

BEST MULTIMEDIA STORYTELLING  
Honorable Mention for "Blood: The Stuff of Life"

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## Education

### UX/UI Designer certificate

Google Career Certificates, 2025

### Digital Media Design Certificate

International Academy of Design, Toronto, ON

### B.A. Honours in Communications (Film and Television)

University of Windsor, Windsor, ON

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## Experience

### UX DESIGNER / DEVELOPER

SEPT 2025 - CURRENT

St John's United Church (contract) Oakville, ON  
Redesigned local church website from wireframes and prototypes based on user research, significantly improving accessibility. Built custom designed CMS templates for easy administration by staff.

### UX DESIGNER / DEVELOPER

MARCH 2024 - SEPT 2025

Oakville Historical Society (volunteer) Oakville, ON  
Redesigned local historical website using wireframes, prototypes based on extensive research and testing. Improved accessibility by adhering to WW3 standards and usability by rigorous iterative designs. Brand redesign. Increased traffic 65% and sales and activity orders by 45% by streamlining an e-commerce solution.

### SENIOR DEVELOPER /

### INTERACTIVE DESIGNER

APR 2011 - MARCH 2024

Canadian Broadcasting Corporation - Radio 1 Toronto, ON  
Conceptualized and developed a responsive mobile website solutions for CBC radio show sites and optimized load times by using the latest mobile UX best practices. Spearheaded design and development of award-winning interactive long form journalism pages. Worked as part of a team to design user flows and look and feel for CBC's Listen app.

### SENIOR DESIGNER / DEVELOPER

NOV 2010 - MAR 2011

Tribal DDB Toronto, ON  
Designed and developed flash animation ads for Shoppers Drug Mart's beauty line Quo. Designed and coded box and banner ads for VolksWagen and Wind Mobile. Completed the update of the design for the Earth Day website using Photoshop and Illustrator CS5.

### WEB DESIGNER / DEVELOPER

JAN 2010 - APR 2010

Scotiabank Toronto, ON  
Designed and developed prototypes for ScotiaBank's new banking website, optimizing time and testing page flows with javascript-coded pages over several iterations.