

# Brandon James

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## PROFESSIONAL SUMMARY

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Marketing Designer and Digital Creative with 10+ years delivering high-impact visual campaigns for global brands including Four Seasons, IKEA, Samsung, Pfizer, and Scotiabank. Specialized in marketing asset production — email templates, HTML5 banner ads, social media graphics, responsive web design, and brand systems. Combines design expertise with front-end development skills (HTML, CSS, JavaScript) to bridge creative and technical execution. Proven ability to manage multi-deliverable campaign workloads within Agile environments and deliver consistently under tight deadlines.

## CORE SKILLS & TOOLS

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**Design & Prototyping:** Figma, Photoshop, Illustrator

**Marketing Asset Production:** Email template design (HTML email, Klaviyo-compatible), HTML5 banner ads (static & animated), social media graphics, display advertising, print collateral

**Front-End Development:** HTML5, CSS3, JavaScript, WordPress, WCAG accessibility standards, SEO optimization, responsive web design

**Motion & Media:** After Effects, Premiere Pro, Blender, Capcut

**Collaboration & Workflow:** Figma handoff, Axure, Jira, Agile/Scrum, cross-functional team collaboration, stakeholder presentations

## WORK EXPERIENCE

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**Web & Marketing Designer** — *Monster (Strategic Talent Solutions Team)* Jan 2022 – Sep 2025

- **Delivered 50+ marketing campaign assets per quarter** — including responsive websites, HTML email templates, animated banner ads, and WeChat app interfaces — for global clients including Four Seasons, IKEA, and Pfizer.
- Produced digital advertising across multiple formats (static display, HTML5 animated, rich media) aligned with client brand guidelines and accessibility standards (WCAG 2.1).
- Collaborated with cross-functional teams using Figma and Adobe XD to create tailored digital experiences, ensuring design-to-development handoff accuracy and brand consistency.
- Streamlined production workflow through improved documentation and prototyping practices, reducing design-to-development handoff time by 15%.
- Built and maintained email templates compatible with major ESPs including Mailchimp and Campaign Monitor, tested across clients for rendering consistency.

**UI/UX Designer & Front-End Developer** — *Independent Contractor* Dec 2017 – Current

- Directed full-cycle branding, web design, and digital marketing campaigns for international clients including Experience It!, Milo, and Red Dice Media — from concept through final production.
- Executed complete rebranding initiatives across digital and print platforms (websites, social assets, email campaigns, print collateral), boosting client brand recognition and engagement.
- Managed creative direction for multi-deliverable marketing campaigns, producing responsive websites, promotional videos, and print assets on tight deadlines.

**Video & UI/UX Designer** — *Rich Media* Jan 2017 – Nov 2017

- Designed web apps and marketing landing pages with W3C-compliant code and accessibility-focused UX for enterprise clients including Scotiabank, Sun Life, Samsung, CIBC, and TD.
- Produced promotional video and interactive content assets for large-scale digital campaigns across financial services clients.

- Built reusable CSS/SCSS component libraries with animations and Bootstrap grid frameworks, adopted as workflow standards by junior designers.

**Graphic & Web Designer** — *Site Dudes* Jan 2014 – Jul 2016

- Developed responsive HTML/CSS/JavaScript websites optimized for SEO and user experience for small-to-medium business clients.
- Designed and customized WordPress templates, widgets, and print/digital marketing assets for brands including TOM, Diamonds for Less, and PitaPit.
- Created scalable CSS animation templates adopted as production standards across the design team.
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## EDUCATION

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**Digital Media Arts Program** — **Seneca College** Graduated 2013

**Cyber Arts Program** — **Don Mills Collegiate Institute** Graduated 2008

## NOTABLE CLIENTS

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Four Seasons Hotels & Resorts · IKEA · Samsung · Pfizer · Scotiabank · Sun Life Financial · CIBC · TD Bank · Experience It!