

# Denise de la Cruz

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## Objective

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An employment position in web content management or production where technical and creative skills will improve on-line presence and organizational communications.

## Education

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- 2006-2007**      **New Media Design, Ontario College Graduate Certificate (with Honours)**  
CENTENNIAL COLLEGE: CENTRE FOR CREATIVE COMMUNICATIONS (TORONTO, ONTARIO)
- received Best Production Award (2007 Integrated Media Student Awards)
- 2007**            **E-Learning: How to Build a Web-Based Course**  
UNIVERSITY OF TORONTO: SCHOOL OF CONTINUING STUDIES (TORONTO, ONTARIO)
- 2002-2006**      **Semiotics and Communication Theory, Honours Bachelor of Arts**  
UNIVERSITY OF TORONTO: ST. GEORGE CAMPUS (TORONTO, ONTARIO)
- double minor: Book & Media Studies and Writing & Rhetoric

## Summary of Qualifications

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- Creative and detail-oriented with experience in web design and development
- Competent in information architecture for usability, accessibility, and findability
- Excellent organizational, interpersonal, and communication skills
- Focused in fast-paced environments while meeting high standards and deadlines
- Willing to investigate and learn new skills and technologies to support client needs

## Computer Skills

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PLATFORMS	Windows and Macintosh
GRAPHICS	Adobe Photoshop
PROGRAMMING	HTML, CSS, JavaScript, MySQL, PHP
CMS	Drupal, WordPress, CushyCMS
MACROMEDIA SUITE	Dreamweaver, Flash, Fireworks
MICROSOFT OFFICE	Word, Powerpoint, Excel, Publisher, Project
FINAL CUT STUDIO	Final Cut Pro, DVD Studio Pro, Soundtrack Pro
FILE TRANSFER	command-line FTP, Fetch, WS_FTP

## Work Experience

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- 2008-2010**      **Communications Officer (Web)**  
SUNNYBROOK RESEARCH INSTITUTE: SUNNYBROOK HEALTH SCIENCES CENTRE (TORONTO, ONTARIO)
- managed the production and editing of on-line content (text and images) for the redesign and relaunch of the Sunnybrook Research Institute web site
  - collaborated with internal clients for the development of relevant content for all on-line channels
  - planned, designed and implemented various on-line projects
  - maintained quality and currency of internal and external web sites
  - researched, produced and edited copy for publications and the web
  - analyzed and improved usability design and accessibility, including search engine optimization
  - ensured that all on-line communications adhere to brand identity standards
  - generated on-line work spaces for scientists and research groups
  - monitored, analyzed and presented web log statistics
  - established and achieved targeted goals based on web log statistics findings
  - URL: <http://www.sunnybrook.ca/research>

- 2007-2008 Web Developer/Designer**  
CANADIAN MENTAL HEALTH ASSOCIATION, ONTARIO (TORONTO, ONTARIO)
- conducted usability analysis for CMHA Ontario's web site
  - involved in content creation, web and graphic design, and web development
  - participated in planning and web development for on-line projects
  - URL: <http://www.ontario.cmha.ca>
- 2007 Junior Web Designer (freelance)**  
LOERCHNER.COM (TORONTO, ONTARIO)
- designed banner advertisements and web page layouts
  - created and optimized images for use on the web
  - revised HTML, CSS, and MySQL code to ensure data accuracy and platform compatibility
- 2007 New Media Intern**  
TVONTARIO: INTERACTIVE AND DIGITAL MEDIA DEPARTMENT (TORONTO, ONTARIO)
- conducted usability and accessibility analyses for TVO's microsites including TVOParents and Saturday Night at the Movies
  - designed electronic newsletter and blog layout for TVOParents
  - URLs: <http://www.tvoparents.com> and <http://www.tvo.org/snam>
- 2007 New Media Design Exhibit Coordinator**  
CENTENNIAL COLLEGE: CENTRE FOR CREATIVE COMMUNICATIONS (TORONTO, ONTARIO)
- collected and organized student work for display at the Integrated Media Festival
  - produced a Flash interface to display 35 projects
  - URL: <http://www.duhkneez.com/imf>
- 2007 TV Research Volunteer**  
CANWEST INTERACTIVE (TORONTO, ONTARIO)
- researched the day's TV highlights
  - provided brief descriptions of scenes to be captured for What You Missed
  - URL: <http://video.canada.com>
- 2007 on-line Production Volunteer**  
JAZZ FM: THE CANADIAN JAZZ ARCHIVE (TORONTO, ONTARIO)
- prepared images for digital archiving (cropping, sharpening, editing)
  - catalogued song listings and artist line-ups for digital concerts
  - classified images and concerts for file organization and search engine optimization
  - URL: <http://www.canadianjazzarchive.org>
- 2004-2007 Communications Assistant**  
SERVICE CANADA: ONTARIO REGION COMMUNICATIONS (TORONTO, ONTARIO)
- re-designed the layout of the department's electronic magazine e-Zine (intranet)
  - researched and produced stories for on-line publication
  - proofread and formatted articles for spelling, punctuation, grammar, and readability on the web
  - maintained site quality through updates and re-designs to improve performance and usability
  - managed the proper arrangement and cataloguing of the department's media library
  - completed related duties as needed, including creative projects and administrative tasks
- 2003 Media Monitoring Assistant**  
ONTARIO MINISTRY OF HEALTH AND LONG-TERM CARE (TORONTO, ONTARIO)
- monitored health-related news articles in every major newspaper in Ontario (on-line and print) for the Communications and Information Branch
  - ensured the accurate and timely preparation, production, and delivery of news packages
  - gathered required approvals and documentations to prepare responses for petitions
  - maintained the on-line news page (intranet)

## Interests

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- Creative writing, e-learning, digital photography, social media, community events.

## References

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- Available upon request.