

EDDIE POTROS

Senior Multidisciplinary Creative Developer | Digital Advertising & Front-End Specialist

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SUMMARY A highly accomplished and innovative Senior Digital Designer and Creative Developer with 17+ years of experience specializing in transforming static, long-form assets into engaging, interactive, and animated digital experiences. Expertise spans hands-on design, production, motion graphics, and front-end development (HTML/CSS/JS/GSAP). Proven ability to deliver best-in-class, high-performing multimedia assets with exceptional efficiency, balancing speed, creativity, and polish within tight deadline. Adept at applying UX fundamentals and strategic thinking to drive engagement and business outcomes. A fast learner and reliable generalist, eager to push the boundaries of creative digital content.

KEY SKILLS

- Interactive Content Design & Production: Proven ability to reimagine static assets (PDFs, decks, reports) into dynamic, interactive experiences using a variety of platforms & tools (Figma/Webflow).
- Animation & Motion Graphics: 2D/3D Motion Graphics (After Effects, Cinema 4D, Lottie) and Front-End Animation (GSAP, CSS, Adobe Animate) to create engaging, user-driven digital experiences.
- UX Strategy & Wireframing: Experience in UI/UX Design & Implementation (Figma, Adobe XD) and applying usability best practices to improve user journeys, accessibility (AODA/WCAG) & information architecture.
- Front-End Development & Optimization: Proficiency in HTML, SCSS/CSS, and use JavaScript (GSAP, jQuery). Track record of achieving exceptional performance (e.g., 100% GTmetrix score) and building fast-loading, responsive, and standards-compliant digital assets.
- Digital Advertising Production: Highly skilled in the technical execution and optimization of diverse assets, including HTML5 Banner Ads, Animated Social Ads, and High-Performance Landing Pages.
- Creative Software Mastery: Comprehensive expertise across the Adobe Creative Suite (Photoshop, Illustrator, InDesign After Effects, Premiere) & other creative/development tools (Gulp, Git, AI tools).
- Lead end-to-end video and motion graphics production, from concept and storyboarding through multi-cam & multi-language editing and final delivery for digital & social platforms.
- Create promotional motion graphics and visual media elements paying attention to typography & timing.
- Shoot & edit event videos & photography (weddings/concerts) with a refined final vision & precise pacing.

PROFESSIONAL EXPERIENCE (Selected & Relevant Highlights)

DONER | Remote & Southfield, MI **Creative Developer** | Jul 2025 - Present

- Spearheading the animation and motion graphics production for various digital banners and advertisements, including high-impact social media assets, for top-tier national clients (UPS, McDonalds, Jeep, Captain D's).
- Developing web banner animations using Adobe Animate, with a focus on transitioning existing assets to efficient GSAP and exploring Rive for enhanced performance and functionality.
- Executing front-end email production, including code updates, layout modifications, and full setup, ensuring cross-platform and accessibility compliance.

Designity | Remote **Creative Director** | Nov 2024 - Apr 2025

- Directed the design and development of client websites and digital products, ensuring technical implementation aligned with design intent and optimized for quality/speed.
- Collaborated closely with UI/UX designers and web developers, setting design direction and fostering skill growth in UI/UX best practices and establishing design systems.
- Led the conceptualization and creation of multi-format ad campaigns, including static visuals, video, and motion graphics ads, for platforms like Google Ads and LinkedIn.

Chartered Professional Accountants of Canada | Burnaby, BC **Lead Digital Media Designer** | Aug 2022 - Jul 2024

- Crafted and implemented new AODA-compliant HTML email templates, ensuring cross-platform functionality and accessibility standards were met with consistent design.

- Contributed significantly to the company's major website revamp, enhancing accessibility (AODA/WCAG) and user-friendliness, directly impacting customer UX across web properties leading junior creatives.
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- Produced visually compelling graphics and UI elements for web, print, and social media, and led animated motion graphics for extensive rebranding efforts in both English & French.
- Spearheaded the successful rebranding of extensive conference materials, establishing a cohesive visual identity across all touchpoints, and developing design templates for consistent application.
- Oversaw video production workflows, directing, capturing and editing of interviews and event coverage to effectively promote campaigns and enhance online presence.
- Collaborated on digital transformation projects, including guiding content migration and website redesign, contributing technical insights and identifying UX/structural issues.

Monark Group | Surrey, BC (Roles over time: Sr. Front-End Designer/Developer & Visual/Graphic Designer; Digital Media Designer/Developer & Motion Designer) | Mar 2012 - Aug 2021

- Led the UI design & front-end dev for a large e-commerce site, hand-coding into an accessible build with intricate micro-interactions (CSS/JS/Lottie) and ensuring seamless back-end integration.
- Achieved exceptional performance scores (100% GTmetrix, 97% Google PageSpeed) by developing a highly optimized responsive website using JavaScript (GSAP) and Gulp automation.
- Built and modified custom React components and pages for two large healthcare e-commerce sites, utilizing Git for effective version control and team collaboration.
- Developed and implemented a design system that increased team efficiency by 20% and ensured consistency in design across digital properties, creating reusable wireframes and frameworks (direct alignment with "Own and evolve our design system" and "championing scalable design practices").
- Designed & created 2D & 3D product images used in online marketing and print ads, and digital ads, significantly saving outsourcing costs and time.
- Maximized ROI by Art Directing in-house product photoshoots for impactful ads & marketing campaigns.
- Completed a 4K movie ident & a set of motion graphics for major venue displays (Rogers Arena).
- Developed multiple fast-loading, standards-compliant WordPress themes and static HTML/SCSS sites utilizing custom built PHP/JS templating systems.
- Produced a custom HTML/WordPress site with micro-interactions & animations following government standards & regulations which helped the business acquire licencing for new stores.
- Designed and built a web app for a car booking service, successfully re-architecting it for a ride-sharing platform including custom Zendesk integration.
- Developed many landing pages using static HTML/CSS/JS or WordPress templates to help drive signups for different sub-companies which ensured a bigger audience/market for future offers.
- Built & customized Shopify & Webflow e-commerce websites with enhanced creative jQuery animations.
- Coded hundreds of semantically valid HTML marketing emails and designed numerous banner ads.

E11World Digital Media (Freelance) | Surrey, BC & Remote Multidisciplinary Designer & Developer | Oct 2006 - Present
(Selected Web Development Highlights)

- Developed and maintained numerous client websites (WordPress, static HTML/SCSS), consistently exceeding expectations by enhancing UX with features like light/dark mode and optimizing for speed, accessibility, and SEO. Also, utilizing pre-built WordPress templates for fast productions & easy handoff.
- Developed accessible HTML emails adhering to best practices, including MJML framework usage.
- Migrated over 20 client websites, emails, and databases between hosting providers, achieving annual savings of ~\$150+ per client through strategic research and execution.
- Directed, shot, edited, and produced numerous videos (including commercials, music videos, and extensive YouTube content) and 2D/3D motion design/animation projects, demonstrating leadership across the full production lifecycle.
- Photographed diverse subjects (products, live events & more) with advanced retouching.
- Built Shopify e-commerce business website for clients with integrations & customizations.
- Integrated APIs, implemented Google Analytics/Ads, and provided ongoing technical support to clients.
- Developed personal projects demonstrating proficiency in React (API usage, Next.js, Framer Motion).

Early Career Roles | Vancouver, BC | 2005 - 2010 (Including roles at Contac Services, MINISIS Inc., Atrexis Systems, Sli-fi Media, InVancouver Web Services)

- Gained experience collaborating with design/dev teams, presenting design concepts, developing interactive applications & establishing new brand looks for various software companies & agency clients.
- Built extensive expertise in hand-coding dynamic/static websites (HTML, CSS, JS, PHP, XML), developing interactive Flash/AS2 applications/games, creating custom personal dashboards for major clients (Air Canada, WestJet, Sears Travel), and collaborating within agency/dev teams. Established a strong foundation in web standards, accessibility, and cross-browser development.
- Established new design standards for major clients (e.g., Best Western), creating pixel-perfect, user-friendly webpages and associated marketing collateral.
- Led the UI/UX redesign for legacy software, modernizing the interface, optimizing workflows, and contributing to increased customer acquisition and client satisfaction.

EDUCATION

British Columbia Institute of Technology (BCIT) | Burnaby, BC New Media & Web Developments Senior Certificate (highest credentials then matching a Diploma in USA)