

Kaleem Maxwell

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EMPLOYMENT HISTORY

October 2011
to present Rogers Communications Inc., Toronto, Ontario
Web Developer - Digital Media

Performed build and maintenance of branded websites. Researched and developed prototype components for evaluation to be included in prospective projects. Provided consultation and technical support to clients, business stakeholders and team members.

October 2007
to October 2011 Pattison-Onestop / Fourth Wall Media Inc., Toronto, Ontario
Web Developer

Analyzed, architected and developed websites based on design, branding, UI and data requirements. Built various components that bridged communication between flash and web applications. Provided knowledge and programming support to managers and other developers in a team environment. Maintained intranet, corporate websites and internal web tools.

Selected Major Projects

Mini Cooper Ad Projection Campaign - January 2011

Built a small but specialized server and backend that stored data received from the SMS (text message) service and communicated with the flash front-end. Also built an actionsript boundary class to allow for easier integration in the flash front-end. This collaborative project with Taxi won the 2011 OBIE Gold Award for international work.

(<http://www.fourthwall.ca/work/digital-out-home/mini-vending-machine>
and <http://www.oaaa.org/awards/international11.aspx>)

Virgin Mobile Kiosk - December 2010

Implemented a middle-end solution with encryption that involved the automated encoding and delivery of multimedia files from the Dundas Square kiosk to the website. Launched a website where users would see photos and videos taken at the kiosk through a link from an e-mail they received. Built a backend for asset management and moderation with CakePHP.

(<http://www.fourthwall.ca/work/kiosk/virgin-mobile-kiosk>)

Bell Charity Auction Kiosk and Leaderboard - April 2010

Lead development efforts to improve Fourthwall's Store Digital Auction touch-screen solution to fit Bell's branding using Drupal 6. Built an auction leaderboard component that showed viewers item and bid information using Javascript and AJAX.

(<http://www.fourthwall.ca/work/kiosk/store-digital-auction>)

Toronto Urban Film Festival (TUFF) - September 2009

Built a film voting component which included tracking in the backend. Worked with the Senior Web Developer on quality assurance of the site. As a maintainer, facilitated the addition of Paypal online payments for on-line film submissions.

(<http://www.torontourbanfilmfestival.com>)

January 2009
to Present K-Max Media, Mississauga, Ontario
Freelance Web Developer and Producer

Selected Freelance & Self-proprietary Projects

Onestop Networks HTML5 Project - November 2010 (Freelance)

An experimental webpage was built using HTML5, Javascript and JQuery mimicking the behaviors of a real Onestop Networks TTC Subway Screen. The webpage "screen" played multiple assets on the same screen at the same time.

Group Buy United - August 2010 (Freelance)

A group deal site built in Drupal 6. Implemented geolocation features to provide a localized user experience.

(<http://www.groupbuyunited.com>)

July 2007
to August 2007

CTV Inc., Toronto, Ontario
Digital Media Operations Assistant (Internship)

Provided support and testing for code on newly developed components. Assisted in the development of a new quality assurance lab and the installation of internal production tools. Also built code for in-house applications.

September 2000
to April 2004

University of Windsor Center for Flexible Learning, Windsor, Ontario
Multimedia and Production Assistant

Worked with the University of Windsor's Media Production Unit on several productions and video shoots. Duties include operating and configuring media production computer systems, participating in editing projects with professors and students as well as the operation of Studio and ENG equipment. Also supervised operations of Master Control.

EDUCATION

2007

Advanced Web Development for E-Business, Graduate Certificate
Humber College Institute of Technology and Advanced Learning

2005

Computers and Multimedia, Bachelor of Science (Honors)
University of Windsor

SKILLS

Internet Technologies and Web Languages

- Drupal
- PHP 5
- CakePHP
- HTML5/CSS/XHTML
- Javascript
- JQuery
- Actionscript 2/3
- XML / RSS
- AMFPHP
- ASP.NET
- Classic ASP
- Google Analytics
- OpenX
- Plesk
- cPanel
- DirectAdmin

Programming Environments & Languages

- Eclipse
- Java
- Visual Studio 2010
- C#
- Visual Basic

Multimedia Applications and Tools

- Adobe Flash CS5
- FLV Video
- HTML5/WebM Video
- FFmpeg
- Adobe Dreamweaver CS5
- Adobe Fireworks CS5
- Adobe Photoshop CS5
- Final Cut Pro
- Adobe Premiere Pro CS5

Web Application and Database Servers

- Apache 2
- mySQL 5
- Subversion (SVN)
- IIS
- Oracle
- SQL Server
- GIT
- Apache Tomcat