

NATALYA CHILINA

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Summary

- Web Designer and Developer working and living in Toronto Area, Ontario.
- Proficient with [HTML](#), [CSS](#), [JavaScript](#), [jQuery](#), [Angular](#), [Bootstrap](#).
- Areas of expertise include [Photoshop](#), [Illustrator](#), [InDesign](#), [Dreamweaver](#), [WordPress](#).
- Provide [Responsive Web Design and Development](#) from concept to completion
- Extensive experience in SEO, SEM, and Social Media Management.
- Strong analytical and problem solving skills

Professional Experience:

Web Designer and Developer, Medical News Bulletin

Sep. 21, 2015 – Present

Designed Medical News Bulletin website (www.medicalnewsbulletin.com) using "Newspaper" WordPress theme, including installation and configuring of all necessary plugins.

Provided regular website updates and maintenance.

Designed and developed numerous Single Page Applications including medical calculators and medical IQ tests using HTML, CSS, Bootstrap, JavaScript, Angular JS, Node.js, Yeoman

www.medicalnewsbulletin.com/category/medical-calculators

www.medicalnewsbulletin.com/category/iq-tests

Created Graphic Design and UX Design for all Single Page Applications using Photoshop, Illustrator.

Utilized SEO /SEM techniques and tools (including Google Analytics, Google Search Console, and Google AdWords) to increase organic and paid website traffic.

According to Google Analytics, the number of website monthly visitors increased by 1178% within one year and 5 month period (from Sep. 2015 to Feb. 2017). The bounce rate decreased by 98%.

In November 2016, Medical News Bulletin website was included in Google News that shows that the website satisfies Google's Quality Guidelines.

Managed Medical News Bulletin social media advertisements.

Managed Google AdSense ads placement on the website.

Web Designer and Developer, Wilderman Medical Clinic

Sep. 21, 2015 – Present

Designed Wilderman Medical Clinic website (<http://drwilderman.com>) using "Dandelion" WordPress theme, including installation and configuring of all necessary plugins.

Provided regular website updates and maintenance.

Designed and developed Impairment Calculator Web Application (<http://impairmentcalculator.drwilderman.com>) using HTML, CSS, Bootstrap, JavaScript, Angular JS, Node.js, Yeoman

Designed and developed Wilderman Cosmetic Clinic website (<http://cosmetics.drwilderman.com>) using a child theme of Twenty Eleven WordPress theme, including installation and configuring of all necessary plugins.

Designed and developed SPA "AgeLess Calculator" (<http://cosmetics.drwilderman.com/ageless-calculator>) using HTML, CSS, Bootstrap, JavaScript, Angular JS, Node.js, Yeoman

Used Local SEO strategies to improve online visibility of Wilderman Cosmetic Clinic and Wilderman Medical Clinic.

Managed media assets, created marketing material including news flyers, brochures, and newsletter templates using Photoshop and Illustrator.

Provided updates and maintenance for Canadian Centre for Clinical Trials website (clinicaltrials-canada.com).

Designed and developed A Guide For Diabetes website (<http://diabetes.clinicaltrials-canada.com>) using a child theme of Twenty Eleven WordPress theme.

Freelance Web Designer and Developer

Jan, 2010 - Present

Worked on multitude of web and identity projects, providing identity and stationery design solutions, web design (Photoshop/ Illustrator/ InDesign), and web development (HTML/ CSS/ JavaScript/ Bootstrap)

Please, visit my online portfolio to see my projects: www.chilina-design.com/portfolio.html

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Webmaster, Autism Ontario Toronto Chapter

Aug. 2012 – Mar., 2016

Responsible for design, information architecture and updates of Toronto Chapter web pages
<http://www.autismontario.com/client/aso/ao.nsf/Toronto/Home+-+Site>

Web Designer and Developer, Co-Founder of Autism Path - North York Parent Support Group

Jan. 2012 – Present

Co-established a parent support group for parents with autistic kids. Designed and developed www.autism-path.com website, including website information architecture and web content. Designed Autism Path identity package that included logo, business cards, and letterhead. Provide Autism Path website maintenance and updates, including preparation and optimization of media assets.

Computer Skills:

Languages and Frameworks: HTML, CSS, Bootstrap, JavaScript, jQuery, Angular, Node.js, Yeoman
Including knowledge of Media Queries, Responsive Web Design, Cross-Browser Compatibility, and Search Engine Optimization
Software: Photoshop, Illustrator, InDesign, Dreamweaver
CMS: WordPress

Education:

ROA Certificate in Computer Graphics Design and Layout,

June, 2013

- Seneca College, Toronto, ON, Canada

MS in Mathematics, Department of Mathematics

Dec., 2003

- North Dakota State University, Fargo, North Dakota, U.S.A
- GPA: 4.0 on a 4.0 scale

Volunteer Work/ Activities:

- Attended Allergan Medical Institute event on “Practice Management Excellence – New Insights For Success” at The Westin Harbour Castle, Toronto on June 2, 2016
- Co-Founded Autism Path - North York Parent Support Group for parents with autistic kids, and co-facilitated over 20 parent support meetings and several guest speaker presentations to support family education.
- Designed and Developed www.autism-path.com - the website, which is an information resource for parents who want to learn more about this developmental disorder, find strategies to improve their kids' ability to learn, communicate and play with peers.
- Made presentations and provided information at Autism Path and Autism Ontario Toronto Chapter parent support meetings, including topics about BioMedical Intervention and Summer Camps Integration.
- Participated in Teaching Workshops and Math Club (North Dakota State University, Fargo, USA)

Honors and Awards:

Outstanding Teaching Assistant award,
North Dakota State University, Mathematics Department

May 2003

Hobbies:

Painting in acrylic and watercolor, yoga, camping, hiking, cycling, canoeing