

Steve Lesperance

EDUCATION AND TRAINING

2026

Applied AI, Web Platform & Automation Development

Project-based professional development: AI-assisted search, content systems, workflow automation, analytics, privacy-aware public data tools

2002

Defining Systems Requirements

Phoenix Logistics Inc., Toronto

2001

Professional Ethics Training

Professional Logistician Executive (P.Log)

2000

Specifying Client Requirements

The Information Architecture Group (IAG), Oakville

1999

Streaming Technologies and Marketing Opportunities

Microsoft Windows Media Technologies, Mississauga

1990–1995

Technical, Interpretive Illustration and Computer Graphics

Sheridan College, Oakville

PROFESSIONAL SUMMARY

Steve is a multidisciplinary creative and digital professional with more than 30 years of experience spanning web development, branding, graphic design, marketing, photography, video, technical illustration, business process analysis and end-user training.

As Creative Director and owner of Beyond Extremes, he manages projects from initial client requirements and information architecture through UX/UI, design, development, content, SEO, analytics, launch, training and ongoing support. His work ranges from small-business start-ups to corporate, community, ministry and public-facing digital platforms.

In recent years he has expanded his work into mobile-first application design, AI-assisted search and knowledge tools, automated content workflows, member/community systems, public issue tracking, interactive maps, dashboards and accountability reporting while continuing hands-on creative production and marketing. His experience also includes entrepreneurship and product development, co-creating ventures and products from concept and business planning through branding, digital strategy, commercialization and ongoing business development.

Earlier in his career, Steve developed business functional requirements and illustrated process documentation for Legal Aid Ontario as part of a multi-million-dollar software modernization project. He has also designed training systems, Oracle/PeopleSoft interfaces, CRM workflows and technical communication materials.

CAREER HISTORY

Beyond Extremes Inc., Kawartha Lakes — beyondextremes.com

Creative Director / Owner 2001–Present

Full-service creative communications company; operating in the field since 1995.

- Lead end-to-end branding, responsive website/mobile, e-commerce, SEO, social media, email marketing, graphic design, print, photography, video, animation, technical illustration, product development and business-planning projects.
- Translate client goals into practical requirements, information architecture, UX/UI, content, databases, forms, administrative workflows and measurable marketing plans.
- Build and maintain client-managed websites with analytics, search visibility, accessibility considerations, security/privacy practices and ongoing technical support.
- Create corporate identities, logos, sales materials, presentations, advertising, campaign assets and multimedia content for business and organizational clients.
- Work remotely with clients and collaborators, coordinating design, development, content, implementation, training and long-term support.
- Recent work includes AI-assisted search and knowledge systems, automated content workflows, public issue tracking, interactive mapping, dashboards and community/member platforms.

Straitway Truth Ministry, straitway.com

Digital Platform Development / Creative Communications 2015–Present

- Developed and maintained ministry web communications, newsletters, media, teaching resources and digital outreach.

SKILLS

Business Methodologies:

- *Client discovery, requirements definition and stakeholder interviews*
- *Business process analysis, functional requirements and workflow design*
- *Project management, proposals, presentations and implementation planning*
- *Entrepreneurship, product development, business planning and commercialization*
- *Training documentation, courseware and train-the-trainer development*
- *Marketing strategy, campaign planning and performance reporting*
- *Public communications, issue intake and accountability workflows*

Front End / Creative:

- *Branding, logo and corporate identity development*
- *UX/UI and responsive mobile-first web design*
- *Graphic design, print, signage and presentation design*
- *Photography, Photoshop, videography, audio and animation*
- *Technical illustration, storyboarding and visual process mapping*

Back End / Digital:

- *CMS, e-commerce, forms, databases and admin workflows*
- *Search engine optimization, analytics and website maintenance*
- *Email marketing, subscriber systems and social media integration*
- *AI-assisted search, knowledge tools, content summarization and automation*
- *Accessibility, privacy-conscious publishing and public-facing data systems*
- *Oracle/PeopleSoft process design, CRM, data modelling and network systems*

- Led the 2026 modernization of a large content platform with responsive architecture, searchable teaching resources, live broadcast integration, fellowship discovery, member/community features and administrative workflows.
- Implemented AI-assisted study/search tools that organize public teachings, Scripture references and related resources into source-grounded answers and summaries.
- Developed SEO, content organization, video integration, donation/support flows, newsletters, testimony/prayer features and ongoing site operations.

Ward 8 Public Issue Tracker / Municipal Campaign, City of Kawartha Lakes

Digital Strategy, Civic Technology & Public Communications 2026–Present

- Designed and launched a mobile-first public information and campaign platform focused on municipal accountability, resident communication and issue follow-up.
- Created a Public Issue Tracker with structured issue intake, tracking numbers, resident status updates, privacy-safe public mapping, administrative follow-up and accountability reporting.
- Designed supporting dashboards, meeting/news tracking, alerts, public-data pages, contact guides and civic information workflows.
- Produce campaign branding, website content, social media, print, video and public-facing communications.

Selected Entrepreneurial, Product & Digital Ventures

MovingMyMama

Partner / Design, Strategy & Business Planning

- Co-developed the business concept, positioning and strategy; led business planning, branding, digital strategy, website design/development and business development.

ToidyMat.com

Creator / Inventor / Partner — Product & Business Development

- Conceived and developed the product and business from idea through product development, design, branding, business planning, commercialization strategy, web development and ongoing business development.

HolyDaysCalendar.com

Creator / Inventor / Partner — Product & Business Development

- Created and developed the calendar concept/product, including product development, design, branding, web development, business planning, strategy and ongoing business development.

Trilogy Sports & Fitness

Creative / Digital Project Work

- Provided creative and digital development support, including design, online presence and marketing-related project work.

Selected Web Design & Development Projects

- **BuckhornLandscaping.com** — Website design and development.
- **BuckhornNarrows.com** — Branding, website design and development; developed the original web presence that helped increase bookings approximately twofold.
- **JorgensenTowing.com** — Website design and development.
- **BeadsForKids.com** — Website design and development.
- **OperaCloud.com** — Website design and development.

Selected Beyond Extremes clients and projects have included but are not limited to:

Cleary Homes • C2 Logistics • MovingMyMama • Trilogy Sports & Fitness • ToidyMat • HolyDaysCalendar • Buckhorn Landscaping • Buckhorn Narrows

AWARDS AND RECOGNITION

- BeyondExtremes.com

2008

Hamilton Music Awards

**Event Photographer of the Year —
Nomination**

2007

Hamilton Music Awards

**Event Photographer of the Year; Best
Website/Online Publication —
CanadaJams.ca — Double Nomination**

2006

Cottage Life Photo Contest

Grand Prize — Baby Foxes

2005

CBC / David Suzuki Nature of Things

**Environmental Photography Competition —
Finalist**

2004

LivinBlues

**Gold Award for Virtual Excellence —
WeberBrothers.com**

2004

Greater Peterborough Chamber of Commerce

**Business Excellence — Certificate of Merit,
Innovation / Research & Development —
PeterboroughJams.ca**

2004

ACAATO / Sheridan College

**Innovation Awards — Mobile Computing
Project**

2003

*Peterborough Small Business Marketing
Awards*

Corporate Photography Award

2003

Kodak 'Bright Ideas' Contest

**First Place — Creative Use of Digital
Photography / Animation**

2003

A.A.T.O.

**Chapter Chairs Award for Outstanding
Achievement — Technology Furniture
Design**

2000 / 1999

Baddeck International New Media Awards

**Best Educational / Resource Website —
CanadianParks.com**

*Resort • Jorgensen Towing • Beads For Kids • OperaCloud • Straitway Truth
• Ice River Springs • The EDGE Benefits • Direct Energy • Honda • Pure
Metal Galvanizing • Information Architecture Group • Association of
Architectural Technologists of Ontario • MedicAlert • Safe Kids Canada •
Fogler Rubinoff • Beaver Valley Ski Club • RE/MAX Turks & Caicos •
iTravel2000 • Ronnie Hawkins • Parks Canada*

Cleary Homes, Peterborough — clearyhomes.com

Creative Director / Consultant 2010 onward (project-based)

- Created and managed web, social media and direct-mail marketing programs for residential development and rental properties.
- Spearheaded the 'Cleary Home in 40 Days' promotional campaign with Ronnie Hawkins, including video advertising and campaign creative.
- Managed subscriber campaigns, email communications, website content and performance tracking.

PdMAIN, Oakville — pdmain.com

Project Manager / Consultant 1997 onward (project-based)

- Storyboarded data-warehouse and business-process models for Oracle applications.
- Designed training programs, GUI forms, RoboHelp materials and technical documentation.
- Delivered technical support and train-the-trainer programs in EDI/ERP environments.

Garo Consulting, Toronto — garo.ca

Lead Design Consultant 2005 onward (project-based)

- Gathered business requirements and developed web/UX design concepts based on client, competitor and market research.
- Liaised between clients and programmers on database-driven web applications.
- Designed the GUI for a logistics fleet delivery system for Manitoulin Transport.

Chairs and More, Oakville — chairsandmore.ca

Sales and Marketing 2003–2009

- Developed an online presence and customer relationship system that expanded a school-furnishings manufacturer from local to international sales.
- Quadrupled the client base in six months and supported expansion into imported Italian furnishings.

Phoenix Logistics, Toronto — pliteam.com

Consultant / IT Coordinator 2001–2003

- Worked with a group-of-seven consulting team assisting Legal Aid Ontario to map business processes and define functional requirements from intake through case closure for a major software RFI/RFP.
- Created illustrated process/procedure documentation that also served as an end-user training and communication tool.

The Information Architecture Group, Burlington — infoarchgroup.com

IT Coordinator 2000–2001

- Managed information systems support, CRM hardware/software and procurement.
- Developed websites, e-commerce, marketing, tracking and web-based products; designed training, webcasting and courseware.
- Implemented ACT! CRM for two offices and a remote international sales team.

World Wide China / Bank of China, Hong Kong

Creative / Flash Designer / Developer 2000

- Developed Flash presentations and website templates for an international business portal.

PERSONAL DETAILS

Steve Lesperance
Kawartha Lakes, Ontario
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www.beyondextremes.com

iNET Group / ISIS Concepts and Communications iNET.com, Oakville
Multimedia Director / Web Consultant 1996–1999

- Directed designers and writers for advertising campaigns, web prototypes, animation and multimedia presentations.
- Produced animation, video and audio using professional editing and 3D tools for Office Depot and others.
- Designed/developed online shopping malls.

Dandyline Pictures, Toronto

Creative Director 1996–1997

- Storyboarded and produced television advertising, training video and print materials for MedicAlert and Safe Kids Canada.
- Worked across Mac and UNIX production environments with 3D, video and compositing tools.

Sonar Communications, Toronto

Lead Artist / Trainer / IT Coordinator 1995–1996

- Restored and prepared antique art and photography in Photoshop; trained illustrators in digital file preparation.
- Organized image catalogues for sales and established a seven-user Mac network.

Self Employed, Ontario

Paste Up Design 1995

- Laying out publication pages camera-ready, pages of mechanical art for farm equipment for Case, Massey Ferguson and John Deere.