

CURRICULUM VITAE (cur-ric-u-lum•vi-tae) n.

a written description of one's work experience, educational, and skills.

PROFILE

A team leader with with twenty years of progressive experience in web design, development, interactive strategy and digital commerce. Capable of quickly adapting to changing environments, accomplished at team building, project management, and collaborating effectively with stakeholders, vendors and clients.

SKILLS & ABILITIES

Digital Marketing
Content Management
Digital Commerce
Email Marketing
Website Design and Development
Search Engine Optimization
E-shot design and development
Social Media Integration and Marketing
Web Analytics and Reporting
Customer Relationship Management
Project Management

APPLICATION FLUENCY

Skill Levels: Novice, Competent, Advanced, Expert

Visual Studio.....	Competent
Jet Brains PHP Storm.....	Advanced
Adobe Dreamweaver	Expert
Adobe Photoshop	Expert
Adobe XD	Competent
Adobe Illustrator	Advanced
Adobe InDesign	Competent
Adobe Acrobat Pro	Competent

* I am also skilled with Adobe Premier, Microsoft Word, Microsoft Project, Microsoft Visio and WAMP. I am highly computer literate and able to transition to any new application with ease.

CODE LANGUAGE FLUENCY

Skill Levels: Novice, Competent, Advanced, Expert

Laravel.....	Competent
React.....	Novice
LESS / SCSS	Expert
CSS	Expert
JavaScript	Advanced
PHP	Competent
ASP.Net	Novice
XHTML	Expert
XSLT	Advanced
HTML 5.....	Expert

Framework, Methodology & Library Fluency

Skill Levels: Novice, Competent, Advanced, Expert

Agile	Competent
jQuery.....	Advanced
AlpineJS.....	Expert
960 Grid	Expert
Joomla CMS.....	Competent
Drupal CMS.....	Competent
MODx	Expert
WordPress.....	Advanced
Foundation.....	Competent
Bootstrap.....	Advanced
Tailwind.....	Advanced

EXPERIENCE

Senior Web Developer - Bespoke

March 2022 - Present, Preston, U.K.

Working as part of a team I was responsible for developing sites in the Bespoke CMS system built in Laravel and Tailwind. Other responsibilities included liaising with clients, organising Pen Testing, UAT documents, CMS documents.

- Built over 12 websites in 2 years
- Set up DNS details in Cloudflare and made changes to clients DNS on request
- Managed all websites that were on a support package, dealing with tickets and resolving issues where they were found

Head of Technical - Motionalab

August 2021 - March 2022, Preston, U.K.

Working closely with the team I was responsible for moving all website over from AWS to Digital Ocean, managing those servers while also developing WordPress websites to a high standard. I also managed a small team in all aspects of development and bug fixing.

- Moved 14 website from AWS to Digital Ocean
- Moved and set up all DNS details in Digital Ocean from AWS
- Created reports based on tracking and uptime software for a myriad of clients
- Managed all websites that were on a support package, dealing with tickets and resolving issues where they were found
- Built and managed several websites from start to completion

Head of Web Development - RMS U.K.

March 2010 - August 2021, Manchester, U.K.

Working closely with all stakeholders on digital strategy development and working as part of a team I managed all aspects of internet operations: server maintenance, web development, digital marketing, social media, mobile apps, web analytics, content strategy, interface design and usability, domain portfolio management, and platform development roadmaps.

- Developed and deployed over 100 new web sites with a myriad of CMS platforms
- Developed and deployed 4 e-commerce websites utilising a mixture of open source CMS systems and hosted solutions
- Created all training documentation, usability study guides and reports for RMS and clients
- Designed, developed, executed and tracked Email and lead nurturing campaigns
- Developed and optimised SEO and PPC strategies and tactics
- Analytics and Reporting: campaign analytics, measuring and analysing web KPI's
- Manage strategic partner relationships
- Full project management of all web projects from start to finish

Web Designer- Xerox Global Services U.K.

September 2007 – March 2010, Manchester, U.K.

Responsible for the creation of online visual design, including typography, visual concept, logo and icon design for the Internet and interactive platforms. Effective communication and coordination with the information architects, writers and production artists ensured that the visual design always communicated the desired message, and functioned successfully to varying technical and performance specifications. My role entailed having to: -

- Adhere to an agreed upon delivery schedule coordinated with the Project Manager. Keep the Project Manager notified of any changes in schedule.
- Communicate with the project team throughout all stages of design and build.
- Sign-off sites checking that they have been correctly implemented by development to reflect final approved visual design.
- Work with a large variety of clients.
- Communicate and inform the project team members.
- Have a solid understanding of client deliverables, and the ability to take responsibility for them.
- Specific knowledge of design tools for the online environment.
- Create superior, original designs for the Web.
- Work in concert with a creative to design web applications that enrich client brand experience.

Web designer and developer - BCMB

January 2003 – August 2007, Manchester, U.K.

Designer, Developer and client facing role which included planning, designing and authoring websites using XHTML, CSS, JavaScript, PHP and MySQL. Major projects included an ecommerce site, email marketing campaigns, a CD Rom, brochure led websites and on-line advertising for various other companies within the HomeForm Group and externally.

Creative and new media consultant – self-employed

May 2001 - November. 2002, Bogotá D.C. Colombia

A contracts and project-based practice working on diverse media projects, with a focus on usability and brand adaptations for different media platforms. Clients included the Canadian Embassy in Bogotá, the CEC (Canadian Education Centre), and the Colombo-Canadian Chamber of Commerce along with various other smaller companies.

Web Designer and developer – BCMB

January 2000 - May 2001, Manchester, U.K.

Web designer and developer role which included planning, designing and authoring BCMB client web sites. Sites were either taken from concept to design to completion or by working closely with specific clients creatives. Websites were developed to a high standard while also following the clients corporate image.

Designer and developer - Bifold Fluidpower Ltd

December 1997 - April 1999, Manchester, U.K

Responsible for all of Bifold-Fluidpower's promotional material. This ranged from the design of product brochures and show leaflets, to the design of a CD Rom along with the design and implementation of two internet sites.

EDUCATION

Salford University

2004-2006

Msc in Design Management

(One year School of Management, One year in School of Art & Design)

City College Manchester

1996-

1997

City & Guilds Level II in Desk Top Publishing

Manchester Metropolitan University

1993-1996

B.A. Hons. In Design History with Practice [2.1]

Preston College

1992-

1993

One Year Access Course

2 "B" Units

REFERENCES

I have several good references for the work I have produced. These are mainly addressed to RMS as the work was done for the company and not myself.