

Alastair Fallon

Garstang

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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.

Work Experience

Head of Technical

Motionlab - Preston

August 2021 to Present

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. - Manchester

March 2010 to August 2021

Working closely with all stakeholders on digital strategy development and working as part of a team I managed all aspects of inter-net 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. - Manchester
September 2007 to March 2010

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 - Manchester
January 2003 to August 2007

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

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 - Manchester
January 2000 to May 2001

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 - Manchester

December 1997 to April 1999

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

Msc in Design Management

Salford University

2004 to 2006

City College Manchester

1996 to 1997

B.A. Hons. in Design History

Manchester Metropolitan University

1993 to 1996

Preston College

1992 to 1993

O" Levels

Kirkham Grammar School

1982 to 1987

Art & Design

School of Management, One

Skills

- Adobe XD (2 years)
- PHPStorm (4 years)
- Adobe Photoshop (10+ years)
- Adobe Illustrator (10+ years)
- Bootstrap (10+ years)
- JQuery (10+ years)
- JavaScript (10+ years)
- Vue.js (Less than 1 year)
- WordPress (10+ years)
- MODX (10+ years)

- PHP (10+ years)
- Node.js (4 years)
- CSS3 (10+ years)
- Less (5 years)
- SCSS (4 years)
- HTML 5 (10+ years)
- Gulp (4 years)

Links

<http://www.adfmedia.net>