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## Profile

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A Graduate in Multimedia Computing with 4+ years of commercial experience in Graphic Design and Web Development. Passionate about designing and developing cross browser, standards compliant websites using semantic XHTML/CSS, whilst adhering to strict W3C standards, SEO and accessibility practices. Skilled in combining Flash with PHP/MySQL/XML to create Rich Internet Applications and Content Management Systems. Experienced with IT/Marketing departments and Creative Design/Web agencies.

## Skill Set

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**Core Skills:** Design, Development, Usability, User Experience, SEO, CMS, RIA, Analytics, Accessibility  
**Language Literacy:** XHTML, CSS, Flash, Actionscript 2/3, Javascript/JQUERY, PHP, MYSQL, XML  
**Software Literacy:** Adobe CS3. Wordpress, Percussion Rhythmyx, Subversion, Eclipse, Microsoft Office  
**Miscellaneous:** Video/Audio Production. Skilled with both Mac and PC.

## Experience

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**P&O Ferries: Jan 06 – Present**

**Dover, Kent**

- Lead Creative and Front End Developer across all web channels for this large blue chip company. Work includes:
  - **www.poferries.com**  
Responsible for a customer centred redesign of an accessible online travel booking service. Ensured XHTML/CSS was W3C compliant, adhering to strict accessibility and web guidelines. The site has gone on to achieve a 70 % increase in sales conversion.
  - **www.poferriesfreight.com**  
Applied a similar redesign to an online B2B freight booking application with a strong emphasis on maintaining consistent brand identity. Operated as part of a cross-discipline team working to tight deadlines, delivering a project that resulted in a 40% increase in sales.
- Assisted P&O Marketing with the planning and development of its Online Campaigns, Microsites and White-labelled services. Work includes:
  - **www.povideo.com**  
Personally designed and developed an online movie player with custom built CMS using XHTML, Flash and XML.
- Created and maintained a wide range of documentation including the creative brief and web guidelines, used by P&O as a constant reference to ensure all work reached consistent standards.

**Hayden Sutherland - Head of eBusiness, P&O Ferries, December 2006**

*"David was the creative lead on the P&O Ferries web project and designed an industry-leading and highly accessible website. His work has produced a site that has surpassed all our ecommerce success criteria and set an incredibly high benchmark within the travel sector. Without his creative approach, coupled with knowledge of web standards & best practice, the project would not have been the success story it is today"*

**Syzygy: Jan 07 (Training Placement)****Oxford Street, London**

- Worked for this well established London agency as part of P&O's agency/client programme to cross train industry experience.
- Involved in a variety of digital media projects for a number of their top clients, including Mazda.

**Freelancing: Aug 05 – Jan 06****Ramsgate, Kent**

- Developed websites/multimedia for various clients, including:
  - **Delta Force Paintball**  
Flash game created using AS2/PHP/MySQL for Europe's largest Paintball Company.
  - **Melanie Potro Bridal Couture**  
Website redesign with strong SEO, which led to a 90% increase in hit rate.

**Millennium Desktop Services: Sep 02 – Sep 03 & Feb 05 – Jun 05****Cape Town, South Africa**

- Worked as web master designing and developing websites for key clients.
- Trained as a field engineer, carrying out hardware/software repairs, upgrades and installs for both business and domestic sectors.
- Contracted for a further 5 months (2005) to work as web master and on site engineer.

**Training****Object Oriented Analysis & Design with UML: Mar 08****Dover, Kent****Percussion Rhythmyx CMS Developer: Apr 07****London****Advanced Flash Training: Jul 07****London****Advanced Photoshop Training: Oct 07****London****Education****Leicester De Montfort University: Sep 00 – Jun 04**

- Awarded 2.1 Bsc (Hons) Multimedia Computing
- 4 year course including Multimedia Application Development, Web design/development, 3D modelling/animation, Video production/streaming, Game design and Internet programming.
- Acquired a 1<sup>st</sup> for the Final Year Project, designing and developing an e-commerce website for an overseas client based in South Africa using a combination of Flash, PHP and MYSQL.

**St. Lawrence College: Sep 91 – Jun 99****Ramsgate, Kent**

A Levels : Craft Design Technology (B), Information Technology (C).

GCSE's : 1 A and 4 B's including English and Sciences, 5 C's including Maths.

**Interests**

**Sport:** I have played 1<sup>st</sup> XI Hockey for De Montfort University and currently play for Herne Bay Hockey Club. I also possess a keen interest in squash, cricket, football and rugby.

**Social :** I have a great passion for music production and performance. I have DJ'ed at a number of top international festivals and venues including Cream, Gatecrasher and Godskitchen.