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Profile

A Graduate in Multimedia Computing with 6+ 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

Core Skills: Design, Development, Accessibility, UI/UX, CMS, SEO, RIA, Analytics,**Language Literacy:** XHTML, CSS, Flash, Actionscript 2/3, Js/jQuery, PHP, MYSQL, XML**Software Literacy:** Adobe CS5, Wordpress, Rhythmyx, Perforce, Subversion, Eclipse, MS Office**Miscellaneous:** Video/Audio Production. Skilled with both Mac and PC.

Experience

Camelot (The National Lottery): Apr 08 – Present (Contract & Permanent)**Watford, Hertfordshire**

- Contracted as a Front End Developer for 2 years before becoming Permanent. Work includes:
 - **www.national-lottery.co.uk**
Worked within a team of developers using a bespoke PHP framework to deliver valid, accessible, cross browser XHTML, CSS and Js/jQuery across all channels of this website. Involved in multiple stages of the project life cycle from planning to completion, offering advice and liaising with JSP, CMS, Test and Content teams to ensure all code remains compliant and matching requirements.
- Refined core PHP framework and jQuery scripts to allow for faster code execution.
- Streamlined HTML production/delivery of external Email campaigns with the creation of a custom built PHP framework whilst adhering to the standards and limitations of the various Email Clients/Browsers.
- Enhanced the Flash Production process through development of simplified, consistent templates.
- Coded AS2/AS3 for internal assets and external Flash Campaigns including their online Video Player.

P&O Ferries: Jan 06 – Mar 08**Dover, Kent**

- Lead Creative and Front End Developer across all web channels for this blue chip company. Work includes:
 - **www.poferries.com**
Responsible for a customer centred redesign of an accessible online travel booking service within an Agile Development Environment. Ensured XHTML/CSS was W3C compliant, adhering to strict accessibility and web guidelines. The site has since achieved 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% traffic increase.

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 1st 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 1st XI Hockey for De Montfort University and 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.