ANNA GREAVES

Bringing expertise in creativity and instinctive design skills to web development

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PROFILE

- ✓ Visual artist and designer utilising instinctive creativity and 10+ years running a successful creative business and online shop to create intuitive, user friendly, mobile responsive and enjoyable web experiences.
- ✓ Experienced in leveraging Social Media Marketing and SEO to help online businesses thrive.
- ✓ Quick to learn and known for supporting, tutoring and mentoring other people, businesses, creatives & fellow coding students, and clearly communicating complex topics.
- ✓ Currently training the skills needed for full online e-commerce with Django with Code Institute.

STRENGTHS

Responsive Web Design
User Experience & Interface
Creative Business
Social Media Marketing
Customer Centric
Training & Mentoring
Troubleshooting
Project Management
Communication Skills

TECHNICAL SKILLS

Languages	Tools	Frameworks / Libraries
HTML	Visual Studio Code	Bootstrap
CSS	Git	jQuery
SCSS / SASS	MySQL & NoSQL	Flask
JavaScript	MongoDB	Django
Python	Heroku	WordPress
SQL	Photoshop	
	Slack	

PROFESSIONAL EXPERIENCE

INSITEFUL WEB DESIGN & DEVELOPMENT – Amsterdam, Netherlands   Jul 2019 – present

Agile approach to all aspects of website creation from simple front-end design to complex frameworks and database integration.

FULL STACK WEB DEVELOPER

- Bridge between clients' business goals/priorities and what the user needs.
- Collaborate closely with clients to understand website requirements to create easy and intuitive user experience and interface; manage expectations and project schedule and write up clear documentation for building websites.
- Utilise responsive web design to ensure consistency on all devices.

Key projects include:

- Developed FamilyHub, an application to store and search local family events and activities for kids in the area. – JavaScript, Python, Flask, MongoDB.
- Created web application to demonstrate a company's learning environment to prospective medical students – JavaScript.
- Designed and built memory card game for kids – JavaScript.
- Portfolio website for art business – HTML, CSS, Bootstrap.
- Developed demo website to explain Bootstrap Grid to fellow students at Code Institute, presented it via conference call in student forums and created YouTube video due to popularity.

THE HOUSE OF MOUSE – Amsterdam, Netherlands	Jan 2008 – Dec 2018

Handmade artisan ornaments collectables and gifts.

CREATIVE DIRECTOR

- Set up and managed all areas of the business from creative ideation, design, sourcing materials and hand crafting products to website design and maintenance, photography, communication, marketing, SEO, customer service, packing and shipping, financial planning, budgets and accounts.
- Recruited and manged one staff member (2004-2005) to help with product manufacture and shipping.
- Created and led a mentoring team to support new and struggling Etsy shop owners and help them maximize their shops' potential and social media impact.
- Developed blog to provide advice and tips for Etsy sellers for topics such as SEO.

Key Results:

- Achieved 3000+ sales to individuals through Etsy shop and 2000+ to B2B clients.
- Products featured in "1001 Star Wars Collectables", "Maxim", "Bored Panda" and "BBC News"

ANNA GILHESPY PORTRAIT ARTIST – Amsterdam, Netherlands	Jan 2003 – Dec 2015

Specialist in traditional pencil drawings and oil paintings of children, families & pets.

ARTISTIC DIRECTOR

- Set up and managed all areas of the business and liaised closely with clients to create drawings and paintings that consistently exceeded expectations.

EDUCATION

Software Development Diploma – Code Institute, Dublin, Ireland (2019)

BA Fine Art with Honours – Willem de Kooning Academy, Rotterdam (2002 – 2003)

BA Fine Art – Plymouth University, UK (2000 – 2002)

VOLUNTARY

Lead Student – User Centric Frontend channel in Code Institute course (2019)

- Held conference calls to advise and help fellow students.
- Built 2 demonstration sites to explain responsive design and aid students.
- Supported students in slack community by private messages, video calls and screen sharing.

Volunteer Administrator – Amsterdam Business Mamas (2015 – 2018)

- Moderated Facebook group content - membership of 7000+.
- Provided support/resources to vulnerable members and event planning.

ADDITIONAL INFORMATION

Languages:	**English** – native speaker	**Dutch** - conversational

Hobbies & interests:	Writing, drawing, painting, crochet, sculpture, photography, acting, yoga, cooking & being outdoors.

"…Anna not only delights in solving problems by learning her way out of them,
but she loves to share that knowledge and learning too" - Catriona Black. Writer | Editor