

# Alec Rust

Site: [alecrust.com](http://alecrust.com)

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*Twenty four year old front-end developer who's spent the last decade building websites. Specialising in mobile-first, responsive sites built to the highest standards of accessibility and semantic structure. I love the web, and I'm passionate about my work.*

## Industry Experience

- **2014 - Current      Shopa**  
Shopa is a British startup that creates a personalised shopping feed and allows you to earn from sharing products. I am the sole front-end specialist on this product.
- **2012 - 2014          Universal Music**  
American music corporation. Developed websites for record labels, and sole front-end developer on new flagship classical music website Sinfini Music.
- **2008 - 2012          BBC Worldwide**  
Commercial branch of the BBC. Worked on Top Gear, Gardeners' World, Radio Times and BBC Good Food, as well as BBC.co.uk and BBC.com (international) homepages.
- **2007 - 2008          RAPP UK**  
Leading London creative agency. Developed websites and HTML email templates for clients including Apple, Disney, Unicef, Garnier, Barclays, Pfizer and Legal & General.

## Personal/Freelance Experience

- **2007 - 2012          Honda Civic Forum**  
Forum community for Honda Civic tuners and enthusiasts I started as a personal SEO experiment in 2007. It became the largest Honda Civic community in the UK with over 23,000 members by the time it was sold in 2012.
- **2004 - 2012          Freelance for small businesses**  
As well as 6 years of corporate experience I've developed dozens of small websites for small businesses and start up companies. Many of these are featured on the Small Businesses section of my website: [alecrust.com/work/small-businesses](http://alecrust.com/work/small-businesses)
- **Ongoing              Personal development projects**  
I've developed many personal projects over time, some that are still going include [jQuery Quiz](#) and [Web Host Reviews](#).

## Development Skills

|                                |                     |               |
|--------------------------------|---------------------|---------------|
| <b>Progressive Enhancement</b> | <b>Mobile-first</b> | <b>HTML5</b>  |
| <b>Responsive Design</b>       | <b>JavaScript</b>   | <b>jQuery</b> |
| <b>Accessibility</b>           | <b>CSS3</b>         | <b>SEO</b>    |

## Other Skills

|                            |                              |                        |
|----------------------------|------------------------------|------------------------|
| <b>Git, SVN, Mercurial</b> | <b>Agile, Waterfall etc.</b> | <b>TeamCity/Hudson</b> |
| <b>Adobe Photoshop</b>     | <b>Performance</b>           | <b>Bootstrap</b>       |
| <b>Communication</b>       | <b>Sass/LESS</b>             | <b>Pairing</b>         |
| <b>WordPress</b>           | <b>Umbraco</b>               | <b>MySQL</b>           |
| <b>Grunt</b>               | <b>H5BP Boilerplate</b>      | <b>Ajax</b>            |

## Interests

Outside of work if I'm not contributing to an open-source project or working on a development project of my own, I like to cycle, sail, snowboard and seek out new experiences in far flung destinations.

## Examples of Work

A more complete collection of sites I've developed can be found at [alecrust.com](http://alecrust.com).

- **Sinfini Music** [www.sinfinimusic.com](http://www.sinfinimusic.com)
- **Mercury Records** [www.mercuryrecords.co.uk](http://www.mercuryrecords.co.uk)
- **SkipperLine** [www.skipperline.com](http://www.skipperline.com)
- **Top Gear** [www.topgear.com](http://www.topgear.com)
- **Give to View** [www.givetoview.com](http://www.givetoview.com)
- **Rusty Rambles** [www.rustyrambles.com](http://www.rustyrambles.com)
- **Equator Gold** [www.equatorgold.co.uk](http://www.equatorgold.co.uk)
- **Chalet Basile** [www.chaletbasile.com](http://www.chaletbasile.com)
- **Magentapink** [www.magentapinkinteriors.co.uk](http://www.magentapinkinteriors.co.uk)