

# NEIL DEWING

## UI/UX DESIGNER & FRONT END DEVELOPER

[www.roosterdesign.co.uk](http://www.roosterdesign.co.uk)  
[linkedin.com/in/roosterdesign](https://www.linkedin.com/in/roosterdesign)



31/10/1982



Full UK, Clean

A meticulous, highly skilled UI/UX Designer and Senior Front End Developer with 12+ years of commercial experience in designing and building interactive responsive websites and software applications.

I specialise in writing clean, reusable HTML5 and LESS/SASS alongside JavaScript (ES5+) in an Agile environment. Highly adaptable and a creative problem solver, I have a keen desire to improve and develop new skills.



## EDUCATION

### UNIVERSITY OF GLOUCESTERSHIRE

SEPTEMBER 2001 - JULY 2006

BSc Degree in E-Commerce and Information Technology

### TEWKESBURY SIXTH FORM

SEPTEMBER 1999 - JUNE 2001

A-Level in Business Studies, Design & Technology & Geography



## HOBBIES

Due to my passion for all things digital, I enjoy building on my knowledge of new programming languages and techniques which I can utilise to further my career and pass on this knowledge to those around me. In my spare time I enjoy playing Squash and Darts and I'm bit of a movie nut. I also co-own a YouTube channel dedicated to another passion of mine, Photography and Videography.



## WORK

Examples of my work can be found at  
[www.roosterdesign.co.uk](http://www.roosterdesign.co.uk) and [www.jbandg.co.uk](http://www.jbandg.co.uk).



## PROFICIENCY

- HTML5 / CSS3
- LESS / SASS / BOOTSTRAP
- VANILLA JAVASCRIPT (ES5+) / JQUERY
- REACT / GATSBY.JS / ANGULAR 2+ / VUE.JS EXPERIENCE
- REST API
- ASP.NET MVC / C# EXPERIENCE
- NPM / GULP / GRUNT / BABEL / WEBPACK
- GIT / TFS VERSION CONTROL
- AGILE / SCRUM / KANBAN
- BEM / ATOMIC CSS METHODOLOGIES
- UMBRACO / WORDPRESS
- MOBILE FIRST RESPONSIVE WEB DESIGN
- WCAG / WAI-ARIA ACCESSIBILITY
- SEO BEST PRACTICES
- UI / UX DESIGN
- WIREFRAMING & PROTOTYPING
- A/B & MULTIVARIATE TESTING
- MULTILINGUAL WEBSITES
- VISUAL STUDIO / VS CODE / SUBLIME TEXT
- SKETCH
- ADOBE CC
- JIRA / CONFLUENCE / TRELLO



## EMPLOYMENT HISTORY

### HOLLAND & BARRETT Front End Developer (Contract) | Jan 2019 - Present

Holland & Barrett is the UK's Leading Health Retailer with both shops on the high street as well as websites for the UK, Netherlands, Belgium and Singapore.

#### Responsibilities include:

- Creating A/B and Multivariate tests using HTML5/CSS3/JavaScript (ES5+).
- Converting existing jQuery codebase to vanilla JavaScript (ES5+).
- Using Gatsby to create React based landing pages to improve speed and usability.
- Working with React components to replatform the current infrastructure and create A/B tests.
- Using APIs and internal data sources to manipulate data and the DOM.
- Using pattern libraries and CI guidelines to design and develop create bespoke pages.
- Designing and creating landing pages using 3rd party CMS software.
- Working closely with BAs and Product Managers to shape the Digital CX roadmap.
- Reacting quickly to changes and bug fixes.
- Working with multilingual sites in both Dutch and French.
- Creating guidelines and standards for other Front End Developers to adhere to.
- Working with BEM/Atomic CSS methodologies.
- Using GULP, SCSS and Git to create a bespoke workflows.
- Ensuring all work passes WCAG accessibility guidelines.
- Helping/mentoring other developers and knowledge sharing.

### TECHNICAL LABS UI/UX Designer & Front End Developer (Contract) | May 2017 - Dec 2018

Technical Labs is a Software Development company in Coventry, with a variety of clients as well as developing in-house software applications.

#### Responsibilities include:

- Writing clean, modular HTML5/CSS and JavaScript to deliver a fully responsive, optimised UI.
- Introducing BEM Methodology to all projects and training other developers on its use.
- Working in an Agile way, including daily stand-ups and Kanban boards.
- Working closely with C# ASP.NET developers to develop the front end.
- Working to tight deadlines in an ever-evolving environment, reacting quickly to requirement changes.
- Using Git to ensure the shared codebase is constantly up to date.
- Working with AngularJS to add basic interactivity to websites and software applications.
- Ensuring code falls back gracefully and is accessible to all users abiding by WCAG.

## **HPS** UI/UX Designer & Front End Developer (Contract) | June 2015 - May 2017

HPS is a multi-disciplined marketing agency based in Marlow.

### **Responsibilities include:**

- ◉ Acting as the lead Front End Developer on several large client sites including BMW, MINI, Rolls Royce and Orange.
- ◉ Translating designs into fully responsive websites optimised for mobile and search engines using HTML5/CSS3/JavaScript/jQuery.
- ◉ Ensuring websites conform to WCAG and are easily accessible to users across a range of devices.
- ◉ Using modular JavaScript to create bespoke interactive elements of the site and ensuring the site falls back gracefully.
- ◉ Introducing new techniques and best practices for the other Developers to adhere to, as well as introducing version control (Git).
- ◉ Tasked with developing the HPS client facing website, integrating with 3rd party APIs and a bespoke WordPress build.

## **INSPIRED THINKING GROUP** Front End Developer (Contract) | April 2015 - June 2015

ITG is an award winning design agency based at Fort Dunlop, Birmingham.

### **Responsibilities include:**

- ◉ Lead Front End Developer on a software application project for Heineken.
- ◉ Creating bespoke, clean modular widgets combining HTML5/CSS3/JavaScript/jQuery and PHP.
- ◉ Keeping the central codebase up to date using Git.
- ◉ Working closely with PHP Back End developers, designers and project managers.
- ◉ Iterating quickly to changes within the product specification.

## **VALUE RETAIL** Front End Developer (Contract) | June 2013 - Dec 2014

Value Retail is a luxury retail company, offering outlet shopping for the world's leading brands in 10 retail villages across Europe/Asia.

### **Responsibilities include:**

- ◉ Lead Front End Developer responsible for creating bespoke online experiences including online gift card purchasing and Hotel booking.
- ◉ Working closely with Java Back End Developers, integrating my Front End templates with their code and utilising 3rd party APIs.
- ◉ Overcoming the challenges that comes with a multi-lingual site with 14 languages, creating scalable innovative solutions.
- ◉ Researching and implementing a new AngularJS framework and passing this knowledge on to the other team members.

## **HOMESERVE** Front End Developer (Contract) | Feb 2013 - May 2013

Homeserve provide home emergency insurance cover and domestic repairs to Britain's homes, based in Walsall.

### **Responsibilities include:**

- ◉ Working closely with the creative department and a team of ASP.NET developers on updating the Homeserve website.
- ◉ Finding innovative solutions to several legal requirements and technical constraints and seamlessly integrating them to the site.
- ◉ Bringing the current Front End architecture up to date including clean, semantic HTML5 markup and LESS pre-processors.
- ◉ Raising standards with regards to writing clean reusable code as well as ensuring the front end of the site is pixel-perfect.

## **ROOSTER DESIGN** Freelance/Outsourcing | March 2011 - Feb 2016

Through my company established in 2010, I took a break from contracting to concentrate on my own clients and acting as an outsource resource for a number of local agencies allowing me to learn and develop new skills though working on a wide range of varying projects.

## **WAA** UI/UX Designer (Contract) | Jan 2011 - March 2011

WAA is an advertising and marketing agency with over 30 years' experience based in Sutton Coldfield.

### **Responsibilities include:**

- ◉ Creating innovative wireframes and storyboards based on a client's requirements, and iterating on these until approval.
- ◉ Taking the wireframes and turning these into high fidelity UI designs for a number of client's websites and software applications.
- ◉ Offering my development experience to the developers ensuring quality levels remain high.

## **BIG COMMUNICATIONS** Front End Developer (Contract/Freelance) | Oct 2011 - Oct 2012

BIG Communications is an award-winning creative agency based in Leicester with a wide variety of clients.

### **Responsibilities include:**

- ◉ Senior developer working on a number of large clients including Boots, Thorpe Park, Jewson, Wolf Blass and JCB.
- ◉ Taking designs and turning them into WCAG compliant responsive websites.
- ◉ Building CMS websites using WordPress from the ground up, including custom widgets and functionality.

## **RAPPORT CREATIVE** Senior Web Designer (Contract/Freelance) | Oct 2010 - Oct 2012

BIG Communications is an award-winning creative agency based in Leicester with a wide variety of clients.

## **BLUESKY INTERACTIVE** Senior Web Designer (Permanent) | March 2007 - Sep 2010

Bluesky Interactive is a digital marketing agency specialising in franchise car dealers based in Leamington Spa.