

Rory Dowse

Front End Developer

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Summary

Creative, self-starting, and detail-oriented front-end developer with over 8 years of experience designing and building responsive, user-friendly websites and applications. Proven ability to develop interactive learning tools and optimize online platforms for increased engagement and visibility.

Skills

HTML, CSS, JavaScript (JS), API, Bootstrap, JQuery, Git/GitHub, npm, Figma, Responsive Design, Accessibility, UX/UI, SEO, CRM (Wix).

Projects

James Woodrow Violin | jameswoodrowviolin.com

- I designed a business page incorporating a “wood” theme to reflect the client's profession and surname, drawing inspiration from the violin, strings and bow, and quality parchment.
- I received positive feedback for timely delivery and effective client engagement post-launch.
- HTML, CSS, JavaScript (JS), Google Fonts API, DOM.

Car Loan Payment Calculator | b3hold23.github.io/car-loan-payment

- This tool helps car buyers determine potential savings by comparing monthly base payments with third-party quotes.
- I led the development in an Agile environment and contributed the majority of the code, the README, and the GitHub workflow.
- HTML, CSS, JavaScript (JS), Google Fonts API, DOM, Bootstrap, JQuery.

Interactive Keyboard Application | eloquent-nougat-8353a0.netlify.app

- I designed an interactive keyboard application aimed at beginners, featuring a simplified layout and visual cues to aid learning and engagement.
- The app substantially increased productivity in learning environments with younger learners.
- HTML, CSS, JavaScript (JS), DOM.

Experience

Front End Developer

CanKnowPiano | canknowpiano.com

Phoenix, AZ

2016 – Current

- Built a brand by leveraging effective design and marketing strategies, achieving 280% revenue above industry average.

- Designed responsive and accessible websites using HTML, CSS, and JavaScript (JS), ensuring optimal performance across all devices.
- Created applications including keyboard and metronome apps, which enhanced the learning experience for clients, reporting 4.9/5 in “overall satisfaction” survey feedback.
- Conducted consultation interviews, and made wireframes to gather client requirements and visualize solutions.
- Piloted market research and optimized UX design, creating user-friendly interfaces and with positive feedback received on overall user experience.
- Produced packaged digital solutions with Google APIs, integrating functionalities and enhancing user interaction.
- Optimized sites with SEO and HubSpot Certification, increasing traffic by 198%, conversions by 293%, and sales by 220% in Q4.
- Finished each project ahead of deadline, developing essential trust and rapport with clients.

Accomplishments, Recognitions, and Awards

- Presented and published at numerous conferences and journals, served as project manager, and started the bootcamp study group, demonstrating effective leadership and communication.
- Won scholarships and competitions while successfully delivering on client targets, exemplifying exceptional time management.
- Designed software products to solve client problems, resulting in increased client satisfaction through innovative solutions.

Education

Software Development Bootcamp | Arizona State University | Jun – Dec 2024 | Phoenix, AZ
 Master’s Degree in Music | Royal Northern College of Music | Sep 2011 – 2013 | Manchester, UK

Books

- Gained essential skills in HTML, CSS, and JavaScript from John Duckett’s *HTML and CSS: Design and Build Websites* and *JavaScript and JQuery: Interactive Front-End Web Development*.
- Enhanced web usability and user experience through Steve Krug’s *Don’t Make Me Think: A Common Sense Approach to Web Usability*.
- Acquired advanced SEO techniques from Tim Cameron-Kitchen’s *How To Get To The Top Of Google* and learned persuasive copywriting skills with Ray Edwards’s *How to Write Copy That Sells*.
- Applied advanced programming techniques from David Thomas & Andrew Hunt’s *The Pragmatic Programmer*.
- Gained insights into marketing strategies with Seth Godin’s *This Is Marketing*.
- Expanded expertise in market research methodologies through Judy Bartkowiak’s *Market Research in A Week: Market Research In Seven Simple Steps*.
- Practiced principles from Steven Covey’s *The 7 Habits of Highly Effective People*, Dominica DeGrandis’s *Making Work Visible*, and Carol Dweck’s *Mindset* to improve productivity, workflow, and adaptability.