

## Hi, my name is Steve Cowling

I am a graphic / web designer and front-end web developer, with almost 20 years of agency experience. I am production focused, very hands on and deadline driven, I also love solving problems with design and technology.

My previous role was as the technical and creative lead at a boutique web marketing agency specialising in the DNN content management system. I lead a small team of designers and front-end developers and delivered hundreds of web solutions over the past 8 years. I was involved in almost every aspect of the process from sales and design brief meetings, to design and UX all the way to go live and after sign off support.

I have worked in and overseen both small and project and have dealt with clients from one man shows to large corporations.

Your sincerely

Stephen Cowling (Steve)

## References

Donna Harrison - Director: WoW Interactive  
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David Amm - Director: Digifyi  
[david@digi.fyi](mailto:david@digi.fyi)

Janice Scheckter - Director: Indigo Marketing  
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Lawrence Dale - Director: Select Africa Safaris  
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# Work Record

## WoW Interactive: 2008 - 2016

**Position:** Lead Front-End Developer & Graphic Designer

### **Summary:**

I was the creative and technical lead at WoW Interactive, a boutique web marketing agency in Johannesburg, South Africa.

We specialised in the DNN CMS platform creating web marketing solutions, web sites, brand identities, custom web applications and print materials. As the technical and creative lead and because of my many years of experience I was involved in all aspects of the business:

### **Duties:**

- Web design
- UX / UI
- Wire-framing & prototyping
- Front-End development
- Custom development
- Database design
- Graphic design
- Desktop publishing
- Colour correction & retouching
- Print, pre-press & reproduction
- Site deployment
- CI & brand creation
- Server setup & maintenance
- Sales
- Mentoring
- Team management
- Client relations
- Training and workshops
- Costing & estimating

## Indigo Marketing: 2007 - 2008

**Position:** Creative Director

### **Summary:**

I headed up the design studio at Indigo Marketing, a mid-size marketing and events agency. I was involved in art direction, estimating and studio traffic.

### **Duties:**

- Art direction
- Tender layout & design
- Desktop publishing
- Costing & estimating
- Project management
- Mentoring
- Pre-flight checks
- Client relations
- Printer liaison
- Event planning & setup

## Select Africa Safaris: 2004 - 2007

**Position:** Web & Graphic Designer

### **Summary:**

At SAS, I managed the brands for the main company and all of its subsidiaries. I design all of the print material as well as designed, built and maintained the websites.

### **Duties:**

- Graphic design
- Desktop publishing
- Web design
- Web development
- Colour correction & retouching
- Event design & setup
- Pre-press & reproduction

## Cline Colour: 2001 - 2004

**Position:** Graphic Designer & DTP Operator

## JT Publishing: 1997 - 2001

**Position:** Scanner Operator, DTP Operator, Graphic Designer

# Skills & Applications

- Photoshop
- Illustrator
- In-Design
- Bridge
- Visual Studio
- Acrobat
- MS Office
- DNN (Dot Net Nuke)
- Word Press
- MS SQL Server
- IIS
- HTML 5
- CSS
- Javascript
- In Vision
- Trello
- Windows Server

## Front End Developer / Designer

### Duties:

- Wireframing
- UX / UI
- Web design
- Web application & module development
- Site installation & deployment
- SQL database design
- Slicing up PSDs & skinning for DNN
- Content design & layout
- Testing

**Technologies:** DNN, HTML, CSS, JS, SQL, IIS, Bootstrap, Windows Server, Xmod Pro, C#, .Net, CSHTML, inVision, Pencil, PHP, Wordpress, Font Awesome, Google Fonts

I am a DNN specialist, creating only bespoke web solutions to suit my client's needs. Dependent on creative brief, functionality and if custom development was required the outline of my development process was as follows;

- Sales / creative brief: I would meet with client to discuss creative and functionality needs.
- Quoting: Estimating time, resources, modules and or custom development needs.
- Planning: Wireframing, UX / UI design.

- Web design: Web design would be split between myself and a second designer, each of us supplying 2 different home page and 2 different content page mockups in Photoshop based on the UX plan.
- Presentation: Mockup presented to the client and authors briefs taken. Based on client feedback, we would then go back to the design process and either make corrections or refine original concepts.
- Site installation: I would create the site's SQL database, set up the site in IIS and run the DNN platform installation.
- Site setup: Installing core modules (sliders, email clients, shopping carts etc...), setting up site details and preparing for content.
- Skinning / Front end build: Once design was signed off the build process would start, which was taking the flat PSD and creating a skin (collection of ASCX, HTML, CSS and JS documents) for the website.
- Testing & debugging: skin and design testing on the development site.
- Content transfer: loading of content and pages onto the DNN installation.
- Quality checking: An in-depth site check usually across the whole team to pick out any bugs.

## Graphic designer, Print, Repro & Pre-Press

### Duties:

- Graphic design
- Desktop publishing
- Reproduction
- Pre-press & print setup
- Logo & brand design
- Advert design & makeup
- Banner & large format design
- Magazine design & layout
- Deep etching
- Colour correction
- Photo manipulation
- Retouching

**Technologies:** Photoshop, Illustrator, In-Design, Acrobat, Bridge, Lightroom

I have very strong roots in print and pre-press starting in the print trade as an apprentice scanner operator and retouch artist when I was 17 years old.

I have been involved in almost all aspects of DTP and print from layout and design to preparing for print. I have managed studios, quoted on print jobs, been the buffer between the printers and the project managers, dealt with clients and quality assurance.