

Experience

June 2009 - Present

Front-end Developer

Enrich Social Productions Limited

- Worked on application created in Ruby on Rails and skinned the view code created by Rails scaffolding using a combination of XHTML, CSS and jQuery JavaScript;
- Creating a custom FLV video player built around a set of chromes that allow user voting, in-video advertising and the ability to embed on external web sites;
- Worked on the user experience and interface of the web site as well as aiding with the design and front-end HTML5, CSS and JavaScript development;
- Created a custom hero feature for the boot camp microsite that encompasses the power of custom Flash video player I built;
- Created a number of custom carousels for the homepage and competitor pages that are powered by a Ruby on Rails CMS for the backend;
- Worked on a number of design proof of concepts for the idea of corporate sponsored minicoms, much like with YouTube Brand Channels;
- Integrated Preroll advertising from Tremor Media/Acudeo into the custom Flash player using custom code which I have now released as open source on Github;

July 2008 - June 2009

Creative Services Designer and Developer

TangoZebra, a division of Google

- Worked on Flash rich media banner ads, micro sites and advertorial projects in XHTML and CSS for a range of clients such as Visit Iceland, RBS, Natwest, Starwoods, Swatch, FT.com and P&G;
- Worked on the major re-brand of Gillette;
- Designed YouTube Brand Channels for various clients within Automotive, FMCG, Retail, Finance, Entertainments, Public Sector;
- Designed and built an assortment of iGoogle themes for numerous global brands;
- Developed a custom location tool for the RBS Coutts web site, built on the Google Maps API and created entirely in JavaScript, XHTML, CSS and XML for seamless integration;
- Designed and developed an iGoogle 'mash-up' gadget of last.fm and YouTube services that allows users to play their favourite artists' songs individually or continuously as a playlist (31,000 hits since November 2008);
- Developed a custom YouTube widget for the Davos Questions Brand Channel using the contest API to allow users to view proposed questions and respond by either agreeing or disagreeing and by uploading their own video response (the channel and gadget have been vetted and praised by Google's UX team);
- Developed a set of custom Actionscript 2 & 3 classes including an improved and customised YouTube API;
- Developed a proxy for the YouTube GData API in Python and hosted on Google AppEngine.
- Developed a number of new and innovative YouTube brand channel gadget templates.

Aug 2007 - July 2008

Head Web Designer and Developer

The Bubblegate Company Limited

- Designed and developed a range of customised content management web sites for clients including: flower nurseries, fostering agencies, hospital foundations and child learning support agencies built in PHP, MySQL, XHTML, CSS, JavaScript and Flash;
- Developed an internal customer relationship manager that supported the day to day operations of the business. Functionality included: task managers, calendars, project management and time lines, ticket system and email client, built in PHP, MySQL, XHTML, CSS and JavaScript;
- Developed an intranet for the European Advisory Board for Supplements and Nutritions that allowed their employees to manage their projects, work and tasks as well as having an internal database of key contacts that they could use offline utilising Adobe AIR;
- Designed and developed an innovative fund-raising community web site that allowed charities to create virtual mosaics and sell tiles to gain donations (it was nominated as one of the most innovative fund-raising web sites of the year);
- Ran a number of AdWord accounts on behalf of clients and increased clients' ROI in the range of 20-50%;
- Ran search engine optimisation campaigns for a number of clients that resulted in traffic increasing by at least 500% on average;

Prior to Aug 2007

Over seven years of freelancing I acquired over 27 different clients including: printers, music, video, and TV production, political activities, counselling, accountants, paving and many more concurrently studying. While at university I was able to sufficiently fund my studies through setting up my freelance digital company which is an on-going project I work on in my free time.
