

Alan Moore

www.alanmoore.info
contact@alanmoore.info

Skills and Experience

Overview

- ▶ 16 years **commercial web design** and **front-end development**
- ▶ 13 years **online advertising**
- ▶ 13 years **analytics reporting** experience
- ▶ 11 years organic Search Engine Optimisation (**SEO**)
- ▶ 11 years client-facing **consultancy**
- ▶ 11 years **staff / team supervision and mentoring**
- ▶ 9 years web project analysis, planning, scheduling and coordination
- ▶ 6 years **relationship management**, including third-party vendors, consultants and freelance staff
- ▶ 7 years **web strategy development**
- ▶ 5 years **resource management**, budgeting and planning

Web Design

- ▶ 16 years producing visual designs for web sites, banner ads, landing pages and marketing emails
- ▶ 11 years designing for optimal User Interface (**UI**) and User Experience (**UX**) and **accessibility guidelines**
- ▶ 11 years designing for **dynamic**, database-driven web sites and Content Management Systems (**CMS**)
- ▶ 11 years producing **site maps** and **wireframes**, and designing information architecture (**IA**)
- ▶ 7 years producing content-first, **device independent** web sites
- ▶ 3 years **responsive design** for phones and tablets

Front-end Development

- ▶ 16 years hand-coding **HTML** – 7 years **XHTML** – 3 years **HTML 5**
- ▶ 13 years **CSS** – 3 years **CSS 3** with **Media Queries** – 6 months **LESS** – 6 months object-oriented CSS (**OOCSS**)
- ▶ 13 years procedural **PHP** – 3 years **PHP 5**
- ▶ 11 years basic database design / administration – 10 years **MySQL**, 4 years **PostgreSQL**
- ▶ 9 years **ActionScript** / Flash Actions – 2 years **ActionScript 3**
- ▶ 6 years procedural **jQuery** / **JavaScript** for progressive enhancement – 2 years with **HTML 5**
- ▶ 2 years **ASP Classic** (VBscript)
- ▶ 1 year **Django** / **Python** – 6 months **Django templates**

Technology

- ▶ 20 years **PC** (MS-DOS 5 & 6, **Windows** 3.0 - Windows 7) – 11 years **Mac** (**OS X** 10.1 - 10.9)
- ▶ 10 years **server administration** with **Apache** Web Server on Linux with multiple **virtual sites** and domains plus **DNS**
- ▶ 9 years Urchin / **Google Analytics** – 4 years Webalizer
- ▶ 5 years Software Configuration Management (**SCM**) with **Subversion** (SVN) server / client plus **TortoiseSVN** (Windows) and **Versions** (Mac OS X) - 6 months **Git** and **GitHub** for **Mac** client
- ▶ 4 years supporting and maintaining a mixed network of Windows PCs and Apple OS X Macs with **OS X Server**.
- ▶ 2 years administering multiple sites in **IIS 6** and **IIS 7**

Employment

September 2013 - Present **Celerity IT, Tyson's Corner VA**

CONSULTANT DEVELOPER

Front-end Developer at PBS, Arlington VA. Working on a video website based on Django and Twitter Bootstrap. An Agile (Scrumban) environment using JIRA and GitHub.

- ▶ Front-end developer on a mobile-first, responsive prototype video site. HTML5, jQuery, OOCSS, LESS and CSS3.

January 2011 - September 2013 **Erickson Living, Catonsville MD**

WEB DESIGNER

Technical lead, Ericksonliving.com. Front-end development in HTML5, CSS3 and jQuery. Visual design of web sites, banner ads, landing pages and marketing emails. Google Analytics reporting and monitoring internal banner / landing page conversion rates. Web strategy consultation. Some IIS administration and ASP Classic development.

- ▶ **2013 – Project lead on email redesign initiative:** Lead a team of graphic designers and web developers in creating new email templates for Eloqua marketing system.
- ▶ **2012 – Ericksonliving.com mobile refresh:** Redesigned tablet and mobile layouts for better UX. Wrote HTML5, CSS3 and jQuery. Reduced home page load time by 25%.
- ▶ **2011/12 – Ericksonliving.com redesign:** Advocated device-independent, mobile-first development. Evaluated and selected front-end framework. Created typography and layouts in HTML5 / CSS3, from which the site was built. Added jQuery for progressive enhancement. Mentored team members in mobile-first and HTML5 / CSS3. Assisted Web Director with Information Architecture (IA).
- ▶ **2011:** Advocated adoption of Source Control Management (SCM). Selected, installed and configured Subversion (SVN) and Mac client Versions. Trained team members in SVN.

July 2009 – January 2011 **Deluxe Checks / Custom Direct, Joppa MD**

SENIOR WEB DESIGNER

Supported check e-commerce sites. Designed web pages, advertising banners, landing pages and marketing emails.

- ▶ **2010:** Designed and developed character product customization tool in Flex Builder 3 with emphasis on UX / UI.

October 2008 – July 2009 **Chester, UK and Baltimore MD**

FREELANCE WEB DESIGNER / DEVELOPER

October 2007 – October 2008 **Chester.com, Chester, UK**

INTERNET MANAGER

Technical lead, Chester.com. Front-end development in XHTML, CSS and jQuery. Maintained and improved web site. Drove creation of new features. Planned and scheduled all web production. Google Analytics reporting. SEO. Designed and developed web sites for clients. Administered and supported web servers.

November 2003 – September 2007 **Eclipse Creative Consultants Limited, Chester, UK**

INTERNET & IT MANAGER

Direct client-facing role. Designed and developed web sites for clients. Performed requirements gathering consultations and developed proposals. Managed vendor relationships. Supervised consultants and freelance staff. Planned and scheduled all web production. Administered and supported four web servers, multiple domains and email accounts. Managed and supported network of Macs and PCs. OS X Server administration.

- ▶ **2007 – Seddon Homes:** Lead developer on major site redesign for Blue Chip housing client. Front-end development in XHTML, CSS, AJAX, Flash, Flash video, Google Maps API and some PHP and MySQL.
- ▶ **2006:** Advocated and implemented move of all front-end development to XHTML with CSS for layout.
- ▶ **2005 – Inspired Developments (ID):** Eclipse created the brand for Seddon Homes' new company. This included the name, creating the logo, corporate ID and all marketing materials. I was involved at every step as the web site was integral to the brand.

Please visit alanmoore.info for my portfolio, further employment history and details of my freelance assignments.

Qualifications

Industry Training

- 2001 Advanced ColdFusion Development
- 2001 Fast-Track to ColdFusion

National Qualifications (UK)

- 1998 NVQ Level 3 Information Systems Design and Programming
- 1998 NVQ Level 2 Using Information Technology
- 1995 A-Level Geography, A-Level Economics & Economics Extra Paper
- 1993 GCSE Computer Science – Grade A
- 1993 GCSE English, Geography, Mathematics and Media Studies – Grade B
- 1993 GCSE Art & Design, English Literature + French – Grade C

Education

1995 - 1997 Lancaster University, Lancaster, UK

Studied BSc Computer Science, for two years. Elements of the course covered included: Formal notation, computer systems architecture, software design and database systems; Programming in Ada and C.

1988 - 1995 Elfed High School Buckley, UK

Achieved GCSE and A-Level qualifications detailed above

References

Professional references are available upon request