# Chris Rooke

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## EXPERIENCE

**Principle UI Developer, HMH**
2018 - Present

*Senior UI Developer 2018 - 2021, Lead UI Developer 2021 - 2022*

Reference available

Leading front-end development for education products, enabling speedier and cost-efficient development; vastly improved, consistent, accessible user experiences; and cross-organisational team alignment.

**Awards & Recognition:** MVP of Department in 2021; Standing Ovation Award (quarterly award) 2023.

- **Innovation:** Developed and implemented a standards-based WCAG 2.2 AA compliant code framework for all content production from 2020, allowing for:
  - Improved designs with great user feedback, including integration of interactive motion elements;
  - Reduced development time and better future-proofing;
  - Scaleable implementation across the org;
  - Implementation of authoring automation saving ~$100,000 per product in vendor costs.

- **Leadership:** Advocated for and implemented vision for unified content development and UI across the organisation, including starting and building a dedicated team.
  - Used technical knowledge to pivot codebase from bespoke product dev to company-wide design system;
  - Aligned work strategically with business goals / OKRs;
  - Took initiative to conduct spikes and technical reviews on new opportunities to continue pace of innovation;

- **Communication:** Worked with stakeholders across business units to align on single strategic path.
  - Took needs and feedback from broad range of teams into account when implementing plans;
  - Reported progress back to executive leadership, and advocated for engineering perspective and needs;
  - Gave constructive feedback to team members on their work regularly, and created links with other teams.

**Manager of Web Design & Content, 3D4Medical**
2015 - 2018

*Web Designer 2015 - 2017*

Reference available

Led creation and iteration of web services and websites for the world's leading anatomical software developer.

**Awards & Recognition:** Apple Design Award 2016.

- Worked with senior management on business strategies; product development, where web technologies were used; and communications with partners and press.

- Recruited and managed web team, including conducting performance reviews.

- Engaged with stakeholders across the company, including app development teams when proposing and further developing integrated web technology solutions; legal for implementation of changes related to GDPR; and finance when founding the company's online store.

## TECHNICAL SKILLS

- HTML
- CSS
- JavaScript
- React
- Rive
- Figma
- Git
- WCAG 2.2

## EDUCATION + CERTIFICATIONS

**BA Political Science & Economics (II.I)**
Trinity College, Dublin, 2014

**Certified Professional in Accessibility Core Competencies (CPACC)**
International Association of Accessibility Professionals (IAAP), 2025

## OTHER EXPERIENCE

**Contributing Writer, GCN Magazine**
2019 - present

Contributor to website and magazine, largely around pop culture and community issues.

**Advisor, We-Consent Campaign**
2019 - present

Member of the Advisory Group for the We-Consent campaign (run by Dublin Rape Crisis Centre), Ireland's first national consent campaign targeting all members of society to promote more conversation and better practices around sex and consent, with the aim of reducing sexual violence.

## INTERESTS + HOBBIES

- Coding and technology
- Community work and volunteering
- Exercise and working out
- Writing
- Lego building and design
- Film, TV, games, and music