

# DOUG HANSON

FRONT-END WEB DEVELOPER

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## PROFESSIONAL PROFILE

An experienced UI/UX designer and front-end developer with a broad technical skillset and a resolute focus on user experience, with strong knowledge of best practice web design, usability, and accessibility guidelines. Over 10 years industry experience in UI/UX design & web development roles.

TECHNICAL	DELIVERY	SOFTWARE
<ul style="list-style-type: none"><li>• HTML5 &amp; CSS3</li><li>• JavaScript &amp; JQuery</li><li>• SASS / OOCSS &amp; BEM</li><li>• PHP &amp; Freemarker</li><li>• AngularJS</li><li>• Gulp / Grunt</li><li>• Git / Version Control</li></ul>	<ul style="list-style-type: none"><li>• UX / UI Design</li><li>• Responsive Web Design</li><li>• Accessibility Compliance</li><li>• Agile Development</li><li>• User Testing</li><li>• Google Analytics</li><li>• SEO / SEM</li></ul>	<ul style="list-style-type: none"><li>• Adobe Photoshop</li><li>• Adobe Illustrator</li><li>• VS Code / Brackets</li><li>• Jira / Bamboo / Stash</li><li>• WAMP / XAMPP</li><li>• Liferay DXP &amp; Drupal CMS</li><li>• Microsoft Suite</li></ul>

## CAREER PROGRESSION

### FRONT-END WEB DEVELOPER

*Campfire*

*September 2018 – Present*

Based at the Department of Education WA as a front-end developer striving to improve the public facing website for end-users and content authors. Demonstrating a strong focus on accessibility and creating better user experiences whilst leveraging the Liferay Digital Experience Platform.

#### Achievements

- Designed and implemented a dynamic Jobs listing web application using JQuery, AJAX, SASS, Freemarker, and the latest Google Maps API
- Designed and developed the New Future campaign website using a combination of complex Freemarker templates, Liferay DXP APIs, JavaScript, semantic HTML and SASS
- Overhauled the entire Department of Education Policy Website to improve the UI & UX for both authors and end users whilst meeting WCAG AAA accessibility standards
- Identified and implemented numerous accessibility improvements to the public facing websites
- Designed and implemented a wide scale campaign page for an anti-violence campaign.

## CAREER PROGRESSION CONTINUED

### SENIOR WEBSITE DESIGNER

*iiNet*

*October 2013 - September 2018*

Delivered design, development, and ongoing maintenance of web-based products and systems to support business initiatives. Used front end development skills to improve the digital experience across the product base.

#### Achievements

- Redesigned the core product pages to be responsive whilst creating a more consistent and improved user experience. Implemented the frontend UI using a combination of HTML, SCSS & AngularJS
- Designed and developed a single-page AngularJS application for the Fetch TV product on the website whilst adhering to strict brand guidelines
- Implemented Gulp task runner on the Corporate website, automating several tasks such as compiling Sass, minifying CSS and JS, and image compression
- Maintained legacy website content using .NET Razor C# syntax, and have taken several outdated web pages and added new functionality to make them responsive
- Refactored large amounts of CSS across core pages using an object-oriented approach and BEM naming convention
- Managed a team of 4, helping to develop their skills in web design, development, and best UX practices.

### DIGITAL PRODUCTION SPECIALIST

*Bankwest*

*June 2010 to October 2013*

Worked with key stakeholders to design and deliver innovative digital creative elements to drive Bankwest initiatives. Designed and implemented campaigns and enhancements to the existing Bankwest website.

#### Achievements

- Programmed and added designs to existing Bankwest website, troubleshooting a variety of front-end issues
- Developed CSS and Javascript to enhance functionality and user experience across several areas of the Bankwest website, including developing interactive credit card calculators with Javascript
- Designed and coded several dynamic campaign landing pages for multi-million-dollar campaigns, using HTML, CSS & Javascript/JQuery; pages were optimised to increase sales conversion and strengthen the brand
- Designed and coded several of the Bank's eDM marketing templates ensuring they were compatible with a large number of email clients, which have been delivered to hundreds of thousands of customers
- Designed the layout for the original Bankwest mobile phone app, and created and supplied all imagery.

## CAREER PROGRESSION CONTINUED

### ONLINE MARKETING MANAGER

*Bankwest*

*May 2009 to June 2010*

Managed the marketing and customer experience of multiple product portfolios via the online channel. Responsible for implementing well defined campaign strategies, campaign optimisation, budget management, agency relationships, and online creative development. I work with key stakeholders to analyse, plan, refresh and deliver core content through the online channel.

#### Achievements

- Worked with several product stakeholders across the bank, to gather, define, and deliver key requirements for the new Bankwest website, including refreshing/creating over 150 pages of content
- Saved the bank over \$120,000 by bringing the development of digital creative in house, utilising my skills in Adobe Photoshop, Flash and HTML/CSS
- Effectively managed multiple marketing budgets, totaling over \$3M, to improve ROI through optimisation and testing of Search, Display and Affiliate marketing
- Managed over 40 key client relationships successfully both internally and externally
- Was awarded the Quarterly Champion of the Strategy & Products division at the bank during Q4 of 2009, for going above and beyond what is expected in my role.

### ONLINE MARKETING COORDINATOR

*Bankwest*

*August 2007 to May 2009*

Coordinated the Bankwest online marketing and sales function, responsible for online marketing execution, management information reporting, agency relationships and strategic projects.

#### Achievements

- Led the delivery of several new 'hero' product launches for the bank, including the most successful product launch in the bank's history, exceeding targets by 722%
- Led an online awareness building campaign for Bankwest's leading transaction account, with a resulting click through rate (CTR) of 1.3%, well exceeding industry benchmarks of 0.17%
- Implemented multiple online solutions for sponsorship activities, including leading the development of micro sites, which raised the profile of Bankwest within the online community
- Designed and implemented more effective Management Information (MI) reporting templates, to communicate with stakeholders on a regular basis
- Managed numerous stakeholder relationships successfully both internally and externally.

## EDUCATION

### **Certification in Web Accessibility Techniques and Testing**

*VISION AUSTRALIA*

*March 2015*

### **Certification in Flash Rich Media Development**

*NETPRESS MEDIA*

*April 2010*

### **Diploma in Digital Marketing**

*ADMA*

*November 2008*

### **Bachelor of Computer Science**

*EDITH COWAN UNIVERSITY*

*2000 to 2004*