**JOHN STEVEN HORVATH**

**Name:**                 John Steven Horvath

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**Profile Attributes:**

Creative. Determined and driven. Focused on proficiency. Effective in my roles. Flexible on working hours. Focused on objectives and goals. More than capable of prioritising tasks. inquisitive. Entrepreneural streak. Journalist style blog author

**Education: 1994-1995 MSc Information Technology (Warwick)**

**Employment: Most recent IT projects**

**self-employed freelance blogger and website builder of e-commerce niche product stores selling amazon affiliate products in blogger, wix, freewebstore,**

**site123, Facebook fanpages, drupal sites on pantheon.io, acquia-sites.io**

**2015-2017: 2 years**

**http://johnhorvath693.wix.com/savementalhealth**

**Website designer and developer for HESTIA**

Mastered HTML5 elements and JavaScript functionality to create responsive design layouts website home pages, about pages, contact forms, product pages, testimonials, product reviews, e-commerce payment pages, community news feed, blogs.

Each page has custom logos, custom headers, custom menus, carousel slideshows, image galleries, video galleries, images, adverts, registration forms, links to other sites, calendars of most recent blog posts, news feeds, social media share buttons, search boxes, forums.

Using Adaptive theme for Drupal 8 to use flexbox, create new regions and rows and layouts, implement breakpoint module, create responsive layouts for display suite, paragraphs, panels, use Google and Typekit fonts, create responsive menus, create responsive pagers and tables. Used css shortcodes and css animations.

Referenced built-in slideshows and carousels. Manipulated flexslider configurable settings. Set imagefield position captions.

For Drupal 7, favour Groundwork theme's 17 regions, Noceda Font Pro, 24 column default grid system, mobile-first configurable breakpoints(768,960,1152), HTML polyfill to support older browsers, collection of preset CSS classes

**2015-2016**

**https://consumercreditcounsellingpracticalguideforyou.wordpress.com**

**Website Designer for CAB**

Mastered HTML5 elements and JavaScript functionality to create responsive design layouts website home pages, about pages, contact forms, product pages, testimonials, product reviews, e-commerce payment pages, community news feed, blogs.

Each page has custom logos, custom headers, custom menus, carousel slideshows, image galleries, video galleries, images, adverts, registration forms, links to other sites, calendars of most recent blog posts, news feeds, social media share buttons, search boxes, forums.

**2014-2016**

http://arowanafishpetcare.wordpress.com

Website Designer for Robert Khaw Tropical Marine Centre

Mastered HTML5 elements and JavaScript functionality to create responsive design layouts website home pages, about pages, contact forms, product pages, testimonials, product reviews, e-commerce payment pages, community news feed,

Created pages and linked them to navigation menus. Created list of news items for news page. Created views block inserted into basic page. Create view powered news page. Create views powered blog page. Embedded blocks into pages. Create custom blocks using views.

Provided basic top level navigation. Used taxonomy system to provide grouped lists of all site content according to how c intent tagged with keywords or specifically categorised with words or phrases from fixed lists of categorising terms.

Enabled filtering through applied taxonomy. Configured filter criterion by content has taxonomy term. Used taxonomy to provide three forms of article: Article, Blog, News based around Drupal Article content type. Extended content types by adjusting field settings.

Used views module to query website database and build content list based on filtering criteria to create pages and blocks output. Used built-in formats of views module to control output. Engaged in advanced editing and configuration of content editing. Created field views by adding new field and reusing category field.

Linked custom content type fields by reference content type field as entity reference Listed custom content types like testimonials in view attached to main navigation.

Extended existing contents for purpose built field types ie e-mail, link, entity reference type. Used finer control options for display output such as resizing images for optimal output. Created new content types(clients, services, testimonials) and used extra options in views UI to present content. Created block view listing of teasers of custom content type in grid format.

Managed user accounts. Created new roles and applied permissions to these roles

Configured web services RSS publishing module configuration for website user interaction. Configured pathauto and token contributed modules for SEO URL alias. Configured optional features in Drupal 8 such as activity tracker, aggregator, book, forum, responsive image, statistics, syslog, telephone.

Applied different look and feel to websites by switching themes such as examining Bartik theme region architecture to make UI theme adjustments to toggle elements like title, logo, colour schemes. Re-themed using Bootstrap community theme

2012-2014

http://aloeveranaturalremedies.wordpress.com

Mastered HTML5 elements and JavaScript functionality to create responsive design layouts website home pages, about pages, contact forms, product pages, testimonials, product reviews, e-commerce payment pages, community news feed, blogs.

Each page has custom logos, custom headers, custom menus, carousel slideshows, image galleries, video galleries, images, adverts, registration forms, links to other sites, calendars of most recent blog posts, news feeds, social media share buttons, search boxes, forums.

2012-2014

**http://africawearluton.drupalgardens.com**

**Website Designer for Sister Betty africa wear stores**

**2010-2012**

Role: Niche product community group required website promoting the ethnic African clothing using newspaper style layout. Design and build in Drupal.7

Each page has custom logos, custom headers, custom menus, carousel slideshows, image galleries, video galleries, images, adverts, registration forms, links to other sites, calendars of most recent blog posts, news feeds, social media share buttons, search boxes, forums.

Date: Sep 2016-Current

Recycling Operative at DMGEco on behalf Of Amazon

Date: June 2005-

PartTime Cargo Operative Certificate at Allport Freight Services, WFS

processing stock, picking, packing

**Blogs, Fan Pages, e-commerce Websites:**

https://facebook.com/buycampingtentsonline

https://buyorganicaloegroomingproductsonline

https://dev-buy-cheap-best-organic-skincare-grooming-products-online.pantheon.site.io

https://facebook.com/Buycheapglutenfreeproductsreview

https://facebook.com/Buycheaphandmadewaterprooffleeceblankets

https://facebook.com/Buybestarowanafishproductsreview

https://facebook.com/Buybesthellokittyproductsreviewed

https://facebook.com/Buycheapcraftbeersonlineproductsreview

https://facebook.com/Buycheapsexrobotcompanionproductreview

http://buyafricancichlidspetsuppliesonline.blogspot.com

http://buycheapbestcampingairbedonline.blogspot.com

http://buycheapplussizeclothingformenonline.blogspot.com

https://buycheapartisanmarketcraftproductsonline.blogspot.com

http://buycheapbluetangfishpetsuppliesonline.blogspot.com

https://johnhorvath69woodh.wixsite.com/organicaloeskincare

https://johnhorvath69woodh.wixsite.com/buyaloeproducts

https://johnhorvath69woodh.wixsite.com/buyartisanjewellery

http://buy-aquarium-fish-pet-supplies.site123.me

https://buycheapaquariumfishpetsuppliesproductsonline.acquia-sites.com

http://buypetsuppliesonline.acquia-sites.com

https://www.freewebstore.org/moaifishtankcleaner

**Design Skills:**

UX Design: Product definition phase to define goals and values of product.

Define product purpose: what it is, who it's for, when used, where used. Create mockup. Engage in project meeting to collaborate with stakeholders. Engage in product market research and user research to gain good understanding of users wants, needs, motivations. Review competitor product features industry standards.

UX Processes: Analysed persona user types to identify target audience. Create user experience maps, scenarios, product/service interactions. Establish user expectations and goals, collaborative design with product development iteration cycles, sketch concepts, create wireframes for page structure elements, created clickable wireframes prototyping interactions.

UX Specification: Finally, create design specification of user flow and task flow diagrams to outline functionality and style, product requirements, user processes, test with product team, conduct user testing usability sessions, create user diaries, create user feedback.

**Responsive Website Design Workflows I Use**

Build from scratch with reset to normalise and rebuild typographic layouts.

Desktop layout adjust with media queries for smaller screens. Used float widths and percentages for large range of browser window sizes before create media queries . and use grids. et breakpoints for desktop, laptop, tablet, smartphone

Use flexible grid, set flexible images and video. Use fitvid.js jQuery plugin for fluid width video embeds. Reset media queries, test, launch**.** Create separate mobile themes, fluid css, semantic HTML. Build off the Twenty Eleven as child theme

**Copywriting Content and Social Media Marketing Skills**

Developed ecommerce strategy to find precise targeted audience through product keywords to acquire groups of enthusiastic customers and amplify product exposure and build authority in the market. Researched shareable topics, niche sites that do reviews. Created customer persona from demographics, interests, personals. Defined group of people who buy through forum persona research for

e-commerce website. Use keyword driven Ecommerce strategy. Create links as the basis of ranking content.

Use Ahrefs keyword explorer for market defining keywords. Searched high traffic, low volume keywords to focus on keywords with shopping results where intent to buy is high. For each product, found all keywords to rank for to produce market defining keyword list. Researched product marketing topics to generate lots of links and shares. Checked traffic share by domains to look for content with lots of shares that generates lots of backlinks. Search Alltop for high traffic blogs and influencer marketing domain authority blogs.

Setup Facebook ads, Pinterest ads, instagram ads. Used ecommerce marketing to closely align goals, strategies, tactics to achieve sustainable traffic growth resulting i

**Instagram and Pinterest**

Use Instagram posts and Bio URL to develop presence and mention website content. Use bio link to create subscribers to blog. Tagged cross-partners product photos. Used instagram explore feature to create and tag posts and other posts related to trending hashtags. Building awareness of brands and products.

Writing good instagram captions to get content to appear on the Explore page when someone clicks on the photo that include call to action to prompt followers and visitors by asking questions, promoting branded hashtag to encourage visits to your site or buy products. Use call to action to get comments and more engagement to appear in Instagram Explore page.

Tagged brands in the instagram photo. Scroll tagged photos to see what customers posting. Learning about event video channels and add locations to the video post. Using and interacting with hashtags to get on the Instagram Explore page and get instagram posts to new audience as choose hashtags want to tag. Used top instagram hashtags for industry to engage community specific to the audience.

Creating videos to generate inbound links, complement posts, engage fans, grow following. Created content via multiple posts for multiple target audiences in multiple Instagram account hashtags. Pairing images with captions and relevant hashtags for compelling posts. Developed instagram post followers.

Creating location pages and hashtag stories. Tagged posts with hashtag to later see who uploaded my photos and videos. Set dozen tags per post. Looking at Instagram picked for you video channels. Following customers on instagram to social listen what kinds of posts and photos they like. Clicked hidden following features to create content target market likes. Use Instagram analytics and Later to schedule instagram posts. Writing good instagram captions and call to action

**Cloud Computing:**

**Active user of Amazon Web Services account. Use acquit and heroic.**

**T-SQL, MS SQL, MySQL: Used daily at Wesleyan Assurance in Birmingham June-October 1997 and used every day when IT Officer at London Borough Richmond Upon Thames to create select queries, update queries, subqueries, correlated subqueries, union queries, stored procedures, triggers**

**Linux**

**Have used debian and ubuntu linux distributions**

**Frameworks and Libraries (Brackets, Scout, HTML5 Editor, Zed Code Editor)**

HTML5 Video and Canvas API

Classic JavaScript

Full-Stack Applications Builder: Mongo, Express, Angular, Node, Mongoose

Ruby framework

React.js API and React Bootstrap open source Framework

Module Loaders

Sass and Compass CSS Frameworks

Flexbox CSS

CSS Mastery on Codepen.io

SVG Effects

WordPress Custom Theme Development

WordPress REST API and React.js

Drupal 8 Theme Development

Python Programming

Three.js 3D Web GL API

**Open Source Libraries from Github used**

Blueprint Grid CSS Generator, trellio.css, shift.css,bulma flexbox generator, lazystrap, semantic-ui.css, motion-ui.css, carousel-sass-master,animatelo.css, animate.css, animations.css, trowel.css, now-ui, bourbon, susy , vue.js, react storybook, pug.js, moon.js, blueprint.js for React, gatsby.js, responsify.it, nimbus themes wordPress code generator, gutenberg boilerplate, Susy, Bourbon.

**Current Reading**

Building skeleton screens with css properties, cx.js, blueprint.js, ten best e-commerce strategies

**References: Available when and whenever necessary**