

## PERSONAL DETAILS

Name	Guy Julian Lillico
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## LANGUAGES & FRAMEWORKS

HTML/HTML5, CSS, Sass, LESS, Javascript, Typescript, React, Redux, GatsbyJS, jQuery, Angular, Enzyme, Jest, PHP, Laravel, Serverless, NoSQL, MySQL, GraphQL, Material UI, Bootstrap, Foundation, Grunt, Gulp, Webpack, Yarn, Node.js, Composer, Git, Docker.

## SOFTWARE & SAAS

AWS Cloud, Adobe Creative Suite, Figma, Sketch, Flinto, VS Code, Google Marketing Platform, Firebase, CircleCI, Slack, Google Ad Manager, Xandr, Balsamiq Mockups, TeamGantt, Wordpress, Campaign Monitor, Litmus, Atlassian Jira & Bitbucket, Auth0, Netlify, Basecamp, Holistics.io, Windows, Mac OSX.

## SKILLS & ATTRIBUTES

- Responsive web design, UI/UX design, branding and corporate identity
- Web & mobile app prototyping and development
- Custom Wordpress theme development
- DevOps (Continuous delivery, Infrastructure as code)
- AWS Cloud
- Implementation of email marketing workflows
- Cross-browser testing, synchronised cross-device mobile testing
- Search Engine Optimisation
- Excellent communication skills with ability to function efficiently as a team member
- Reliable and hard working with the capability of meeting deadlines and handling pressure situations

## EXPERIENCE

### Front End Developer

WINR, Full-time (remote)

Oct 2016 - Aug 2018 / Jun 2019 - June 2022

Perth, WA & North Sydney, NSW

- Developing full-stack mobile and web applications, components and utilities
- Responsive website development
- Implementation of continuous delivery workflows
- UI/UX design and prototyping
- Branding and corporate identity

- Iteration on user interfaces based on user data, testing, or other sources
- Back end database, analytics and API management
- Routine daily maintenance and content management of existing sites and applications
- Email marketing support

### **Web Developer**

*Juicebox Creative, Full-time*

Nov 2018 - Jun 2019

*West Leederville, WA*

- Web development in accordance with Juicebox frameworks, protocols and standards
- Development of projects and tasks on schedule and in budget
- Active learning to improve and engage in assisting to evolve Juicebox's development processes and suggesting solutions to creating efficiency within workflow
- Performing adequate planning and testing procedures prior to commencing and completing project work
- Assisting in improving internal web processes and development systems
- Providing assistance and support to fellow team members where applicable
- Identifying new web development opportunities or improvements within existing client projects
- Assisting management with estimates for quoted work

### **Digital Project Manager**

*Aspermont Limited (ASX: ASP), Full-time*

Nov 2015 - Oct 2016

*Perth CBD, WA*

- Project manage the implementation of new websites, applications and features to the highest standard of quality
- Provide recommendations on potential improvements to Aspermont's digital offerings based on current trends
- Collaborate with internal departments, senior management and local/international third party service providers
- Manage the ad trafficking process with the Advertising Sales team
- Produce contemporary design and front-end development for Aspermont products, features and services
- Design corporate brand identities, design style guides and relevant materials
- Provide appropriate and timely delivery of proofs
- Develop editorial and digital marketing campaign templates
- Continually improve web design & digital processes

### **Senior Front-End Designer/Developer**

*Aspermont Limited (ASX: ASP), Full-time*

May 2014 - Nov 2015

*Perth CBD, WA*

- Design & develop various EDM frameworks, news bulletins, landing pages and related media to support editorial and digital marketing campaigns
- Collaborate with internal departments, senior management and third party service providers
- Front-end development, maintenance and support of new and existing online entities
- Advertising creation and trafficking using various advertising delivery solutions (Google Ad Manager and OpenX)
- Deliver new and remodeled contemporary responsive web design prototypes
- W3C standards compliance and usability testing of websites on different browsers, platforms and devices
- Corporate brand identities, design style guides and relevant materials

### **Freelancer, Owner**

*Invoke Digital, Freelance*

January 2009 - Present

*Yanchep, WA*

- Conduct design briefs to identify clients' requirement and provide solutions for their business needs
- Website and web app design and development
- Custom Wordpress theme development (HTML, CSS, jQuery and PHP)
- W3C standards compliance and quality/usability testing of websites on different browsers, platforms and devices
- Logo design and branding, print design (brochures, business cards, signage, pull-up banners)
- Website migration, deployment and basic search engine optimisation
- eDM design and development, email campaign account management

### **Senior Designer**

*Titan Digital, Full-time*

May 2008 - May 2014

*Subiaco, WA*

- Designer mentoring (Perth & Cebu), daily collaboration with developers, marketing team, management and clients
- Conduct design briefs to identify clients' requirement and provide solutions for their business needs
- Design digital and print solutions that meet marketing strategies from concept to completion
- Provide CMS training and phone support for clients
- W3C standards compliance and usability testing of websites on different browsers, platforms and devices
- Design website concepts and interfaces for clients in Adobe Photoshop
- Logo design and branding - creating marketing materials for print
- Front-end development (HTML, CSS, jQuery and PHP) for proprietary CMS and Wordpress
- eDM design and implementation

### **Web Designer / Front-End Developer**

*Webfirm, Full-time*

Nov 2007 - May 2008

*Bentley, WA*

- Website and UI design - wireframing and visual concepts in accordance with written and verbal briefs
- Front-end development (HTML, CSS, jQuery, Flash, and ASP) for proprietry CMS
- W3C standards compliance and usability testing of websites on different browsers and platforms

## **RECENT PROJECT EXAMPLES** (further examples available on request)

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**WINR Data:** <https://www.winrdata.com/>

**WINR AdGate (demo):** <https://demo.winr.com.au/sports/>

**Racing IQ quiz game (demo):** <https://staging.invokedigital.com.au/demos/racing-iq-game/>

# GUY LILICO

FRONT END DEVELOPER  
& DESIGNER

## EDUCATION

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**Bachelor of Multimedia (Digital Interactive Design)**

*Murdoch University*

2005 - 2007

*Murdoch, Western Australia*

## REFEREES

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Scott Lawrence

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