

## Contact

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## Top Skills

Software Development

Amazon Web Services (AWS)

Webpack

## Certifications

Sitecore certified Front End  
Developer

# George Clark

Lead/Senior Front End Developer

Rye, England, United Kingdom

## Summary

- A digital creative with 13 years experience working as a front-end developer, web designer and now software engineer, I'm currently in a full time role.

- Digitally I've worked with clients through the whole creative process, from ideation and project specifications, through to planning, wire-framing, front end web builds and also CMS integration. Primarily using Javascript, HTML, CSS, SCSS, JS frameworks like React & React native. I also have great experience with design tools such as Figma, Sketch, Photoshop, Illustrator, and also responsive component libraries for mobile and devices (e.g. Material UI, Tailwind, Bootstrap).

- Specialties: Front-end coding to create and build lean and mean websites and applications utilising HTML, CSS, Javascript & React to benefit user experience (UX). Website design and build, including setting CI/CD pipelines with github actions deployed on AWS infrastructure. Speccing, wire-framing, artworking and design of web assets. Good working knowledge of SEO best practice, cross-browser testing and MVT testing.

- Graphically I've worked on branding and logo development, art-working large display graphics and also layout work for print; for a range of clients like BT, Barclays, Transport for London and Network Rail.

- Company branding & logo design, Adobe creative suite, with a good working knowledge of Photoshop, Illustrator and InDesign.

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## Experience

Parity Technologies

Senior Front End Developer

January 2023 - Present (7 months)

n/a

Working in the Marcomms department of the Web3 giant Parity Technologies. Working with multiple teams and stakeholders to ensure the Web3 message gets communicated with a wide audience via websites, apps, and internal projects. Helping the team to develop best working practices and workflows.

## Mindera

### Front End Lead

September 2021 - Present (1 year 11 months)

London Area, United Kingdom

Working closely with the UK's leading luxury fashion retailer, I work in the 'innovations' team. We are responsible for producing exciting new projects that sit outside the companies normal digital ecosystem, so that we can build POC apps and get them in front of users in a short timeframe. We then take our findings and data to iterate on those projects to maximise their potential. As far as possible we utilise the latest front end and full stack technologies such as React, JamStack, Gatsby, AWS and Lambda.

## Input Output (IOHK)

### Front End Developer

May 2018 - July 2021 (3 years 3 months)

Remote

Worked in the Creative team which is similar to a small marketing agency within the company. I work closely with stakeholders to create and release websites and marketing content that inform and delight the public with regard to cryptography and Cardano. I'm also responsible for building front-end features in React that integrate with blockchain back ends and databases to showcase IOHK's technology in the field of Cryptography research. I recently upgraded the tech stack from an older github pages / liquid templating stack to the lightning fast Jamstack infrastructure utilising Gatsby and Netlify.

## Holiday Extras

### Software Engineer

December 2015 - April 2018 (2 years 5 months)

Newingreen

Building the tools Holiday extras customers need to make their trip hassle free... Utilising the latest Javascript tech like React, Redux, React Native and testing libraries like Mocha and Jest. Pushing code to an active GitHub community with over 58 users and 300 projects spanning a range of

technologies such as Node, Express, React, Backbone and other JavaScript SPAs.

## Sagittarius Marketing

### Lead Front End Developer

July 2013 - November 2015 (2 years 5 months)

Ashford

Leading a team of 4 front end devs, I managed a diverse client portfolio of sites, and created new web experiences utilising the latest HTML5, CSS3 and responsive web development techniques.

## Molton Brown

### Front end developer

April 2013 - June 2013 (3 months)

Developed a new 'Responsive' email marketing campaign for Molton Brown's new 'Loyalty' scheme.

Oversaw the new platform upgrade, providing front-end technical support, template development, bug fixing and generally oversaw the smooth handover to the new system.

## Selfridges

### Lead front end developer

December 2011 - February 2013 (1 year 3 months)

Oxford St, London

I was freelancing on a rolling contract till Feb' 2013. Daily tasks involve taking psd's from designers and building out standards compliant html and css pages that fit in with the company's rather complex CMS!

We also work on developing micro-sites for marketing campaigns that are more aspirational in nature and utilise some of the latest web techniques like CSS3 and JQuery transitions, parallax scrolling etc for presentation to company stakeholders and big name brands.

Also responsible for organisation and implementation of site-wide version control system following the departure of previous developer.

Solely responsible for the Multi Variant Test (MVT) programme where different page layouts are tested and optimised for improved performance and ROI.

This mainly involve manipulation of page layout via the DOM and jquery to test where users are more likely to click and therefore aid conversion.

## QVC UK

### Web designer

October 2010 - November 2011 (1 year 2 months)

Battersea Park, London

Interactive digital designer for QVC UK.com

Daily content management, input and site maintenance. Artworking product detail within brand guidelines and producing bespoke landing pages and microsites.

Key skills photoshop, html, css, and implementation of javascript library (jQuery) functionality to benefit user experience.

Experience across the whole design project lifecycle, from initial ideas, logos and branding, through to artworking, front end web design and html/css builds.

## Various design agencies

Freelance Web & Graphic Design

January 2007 - October 2010 (3 years 10 months)

various

Various freelance digital and graphic design projects for a variety of agencies and small businesses, ranging from branding and marketing materials through to websites and a local authority blog network for collecting peoples views on the coalition's spending cuts.

Please see my portfolio for more info and examples.

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## Education

St Christophers School

· (1986 - 1995)