**Kevin Reynolds**

**Personal Details**

**Date of Birth** 22nd December 1980

**Nationality** British

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**Portfolio** [http://www.sensationmultimedia.co.uk](http://www.sensationmultimedia.co.uk/)

**Address** 8 Florian Court, 41 Hastings Road, London, E16 1GH

**Key Skills**

|  |  |  |
| --- | --- | --- |
|  | **Skill Level** | **Length of use** |
| PHP | Expert | 7 years |
| MySQL | Expert | 7 years |
| HTML (incl. HTML5) | Expert | 9 years |
| CSS | Expert | 9 years |
| SASS | Advanced | 6 months |
| SUSY | Advanced | 6 months |
| Javascript | Expert | 8 years |
| jQuery | Expert | 5 years |
| Wordpress | Expert | 5 years |
| Expression Engine | Advanced | 6 months |
| XML | Advanced | 3 years |
| Photoshop | Advanced | 9 years |

**Employment History**

**June 2014 – present**

**Front-End Developer**

**Hearst Magazines UK, London**

Initial two week contract that was extended first to three then six months at the UK’s largest digital publisher. Front-end developer on the commercial development team, responsible for creating hubs and microsites for the company’s advertisers and partners.

Projects completed include:

* Created component-based backend management system in ExpressionEngine to make reduce the development time of future commercial campaigns. Building up a library of components that can be restyled and reused as examples for sales teams to pitch to potential clients. Components included video and photo galleries, social sharing, Spotify playlists and mini navigation blocks. Built as a module to allow it to imported to other sites as the company’s portfolio gradually moves to the ExpressionEngine platform
* O2 Countdown to Christmas – calendar site launched to coincide with Black Friday, the UK’s busiest shopping day. Daily offers from the O2 range of contracts and handsets together with the day’s competition (currently in development)
* Inspiring Lives campaign for Estee Lauder – video blog microsite promoting the new Modern Muse fragrance. Built using the Expression Engine component platform [www.elleuk.com/modernmuse](http://www.elleuk.com/modernmuse)
* Barbour International Autumn Winter 2014 Collection – shop-orientated microsite pushing the company’s latest clothing range.Built using the Expression Engine component platform [www.elleuk.com/modernmuse](http://www.elleuk.com/modernmuse)
* Introducing the New Peugeot 108 – blogger diary site featured on Elle, Company and Cosmopolitan to tie in with the launch of the new city car from Peugeot. Single codebase with site-dependant styling and content integrating, digital articles, video reports, Spotify playlists and photo galleries [www.elleuk.com/peugeot108](http://www.elleuk.com/peugeot108), [www.company.co.uk/peugeot108](http://www.company.co.uk/peugeot108), [www.cosmopolitan.co.uk/peugeot108](http://www.cosmopolitan.co.uk/peugeot108)
* Runner’s World Charity Guide – online directory of global charities, including Deluxe account type allowing for videos, event details and social feeds in addition to the standard information. Built in ExpressionEngine (currently in development)

**November 2007 – June 2014**

**Lead PHP Developer**

**Sensation Multimedia (own company)**

Launched my own web development company start-up using the skills and experience I had built up. Built up a regular repeat-business client base from scratch enabling me to earn a living for myself.

Development lead solely responsible for developing websites for companies such as Nestle and the National Grid, building lasting relationships with project managers and designers some of which have spanned five years. Created many bespoke websites and advanced Wordpress builds, and along the course of the way developed my own bespoke content management system <<http://www.sensationmultimedia.co.uk/cmsdemo/>> and shopping cart software <<http://www.sensationmultimedia.co.uk/shopdemo/>>, both written in PHP.

Some notable examples of the work completed in this time:

**Nestle Cocoa Plan** - <http://www.nestlecocoaplan.com/>



Advanced bespoke Wordpress/PHP build including custom multi-language functionality. New website presence promoting the company’s ethical fair trading policy in working with their global supplier base. Sole development responsibility and co-working with another agency to supervise and advise upon suitable content format and entry.

**National Grid 75th Anniversary** - <http://www.nationalgrid75.com/>



A PHP microsite commemorating the 75th anniversary of the UK electricity grid using archive video footage and photographs from its history. The site centres on an interactive timeline charting the various eras of the Grid's history, highlighting key events of the day as a background to the milestones in the Grid's development. Responsibilities included consultation on how best to present the large amount of varying format information from both a technical and aesthetic perspective.



**Trip Design** - <http://www.tripdesign.co.uk/>

Funky and modern approach to presenting a design studio’s portfolio, taking the owner’s vision of making the user experience “like looking at a poster” and turning it into a functionally-viable reality. Including addition of cms system beyond user expectation. Written in PHP and HTML5.

**Simon Lycett** - <http://www.simonlycett.co.uk/>



Website refresh for one of the top floral decorators in the UK, with a client list includes Claridges, Kensington Palace and St Paul's Cathedral and recently provided the flowers for the reception at wedding of the Prince of Wales and the Duchess of Cornwall at Windsor Castle. Key successes included creating bespoke gallery functionality with a pinterest-type feel, prompting client feedback of “IT’S DIVINE! I am SO thrilled, its going to be AMAZING! SO EXCITING!”. Built in Wordpress/PHP.

**July 2007 – October 2007**

**Contract Web Developer**

**SoftWare Enterprises, Birmingham**

Short term contract to completely redesign the website of a successful company whose rostering software is used by every ambulance trust in the UK and several police forces. Also to design and create printed marketing materials to coincide with the launch of their new product, GRS (Global Rostering System).

 Analysed previous site and those of competitors, and presented findings to company directors and senior staff

 Created several design mockups

 Developed website that conforms to XHTML Strict 1.0, CSS and WAI-AAA WCAG 1.0 guidelines

**October 2006 – May 2007**

**Web Designer/Developer**

**Mobile Fun, Aston**

Member of front-end web development team maintaining and developing a busy and successful e-commerce website for a company named as the UK’s 7th fastest growing technology-based company in the Sunday Times Tech Track 100.

 Played a key role in the internationalisation of the site prior to extending into European market

 Involved in developing a homepage management system allowing Product Team to update features and layout of homepage, including creating instruction manuals for and training the Team in its use

 Created bespoke web-based Purchase Order Manager software for Purchasing and Finance Teams to manage all purchases within the company, and trained key staff – including company directors – in its use

 Design all graphical elements on the site, creating banners, call to action buttons and product adverts

**Education**

2002 – 2006 BSC(Hons) Multimedia Computing, Classification 2:2

Northumbria University, Newcastle upon Tyne

1997 – 1999 A-Levels: Maths (B), English Lit (C), History (D)

Godalming College, Godalming, Surrey

**Referee**

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