

## DESIGN

Colour theory  
Grid systems  
Typography  
Hierarchy  
Layout

## UX

Research  
Storyboarding  
Wireframing  
Prototyping  
User Testing

## SEO

Social Media Marketing  
Influence Marketing  
Email Marketing  
Google Analytics  
Link Building  
Blogging

## INTERESTS

Keeping active  
Skateboarding  
Socialising  
Travelling

## ATTRIBUTES

Hardworking  
Confident  
Diligent  
Friendly

### Visual ID brochure site | VISUAL ID

July 2015 - September 2016

1. Ensuring mobile responsiveness using Bootstrap and CSS media queries.
2. Browser compatibility - Ensuring the site displays correctly across all browsers using CSS vendor prefixes.
3. Website optimisation - Minifying and concatenating code, compressing all website assets, reducing the number of HTTP requests and removing bad links.
4. SEO optimization - Utilising tools such as Yoast SEO and Google analytics. I managed the digital marketing campaign which involved regular blogging, engaging with targeted customers and sharing content across all Social Media platforms.
5. Security - Creating regular backups of the site, addressing all hack attempts by blocking certain IP addresses, changing admin URL to block brute force attacks and including captcha validation for admin log in.
6. Conducted usability testing for qualitative analysis and adjusted designs based on feedback.

### Simple CSS | SEE PORTFOLIO

August 2016 - Present

1. Page authority of 36 and 500 email subscribers in two months.
2. Mentioned by over twenty blogs & sites including Sitepoint, Creative Bloq, Web Designer Depot, Web Designer News, Zurb and more (see portfolio).
3. Won Site of day for Best CSS and Design Nominees.
4. Technologies: Stripe API, Isotope.js, Clipboard.js, PHP & phpMyAdmin
- 5.. CSS media query generator built using Isotope.js, clipboard.js and Javascript.

### System Tester | UPSTREAM DIGITAL

July 2013

Working in a team of 10 performing cross platform usability testing using Jira.

### Freelance | SEE PORTFOLIO

September 2011 - August 2016

1. Bootstrap website and business card design for a relative's new business venture.
2. Angular UFC web app developed as a personal side project.
3. Ionic and Angular mobile app developed as a personal side project.
4. CSS media query generator built using Isotope.js, clipboard.js and Javascript.

## EDUCATION

**Multimedia Programming/Web Engineering** | INSTITUTE OF ART, DESIGN & TECHNOLOGY  
2012 - 2015

**Web Design** | DUBLIN BUSINESS SCHOOL  
2011

**Civil Engineering** | DUBLIN INSTITUTE OF TECHNOLOGY  
2009 - 2011

## REFERENCES

References available upon request.