

robin winslow morris

web application developer • web usability expert

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About me [cv.robinwinslow.co.uk/me]

I have been developing commercial search-engine optimised websites for over 5 years, with experience of the entire application development life-cycle. I have communicated and consulted with clients regarding online marketing strategy, user experience decisions and maintenance requests. I have extensive experience with object-oriented, MVC-based web application development, both server- and client-side, as well as UNIX and Windows server maintenance and technical support.

My recently completed MSc focused on usability analysis techniques and user-centred systems design principles with an emphasis on the design of mobile- and PC-based interfaces for online applications. Following on from this, I am particularly interested in developing my skills in usability analysis, user-interface design and user experience development.

Overview of academic qualifications [cv.robinwinslow.co.uk/academic]

- **MSc Interactive Systems Design** *The University of Nottingham (graduating December 2010)*
Specialising in the user centred design of web-based interfaces for mobiles phones and PCs.
- **BSc Computer Science** *The University of Nottingham*
Specialising in web application and artificial intelligence solutions for gaming.

Overview of professional experience [cv.robinwinslow.co.uk/professional]

- **Web developer and project manager** *Tamar.com Ltd.* (2005 to 2010, full-time and part-time)
Developed and maintained complex commercial sites for large financial services clients.
- **Web applications consultant and developer** *Energise Ltd.* (January 2010 to present, part-time)
Consultancy, hosting, design, usability and development on two projects.
- **Intranet development consultant** *Mokoro Ltd.* (March to July 2010, part time)
Performed consultancy and development for their intranet using Drupal CMS and PHP.

Technical skills [cv.robinwinslow.co.uk/technical]

- Expertise with server-side technologies: **Perl** and **PHP** (including **MVC frameworks**), **Apache**, **Lighttpd** and **Nginx** configuration as well as basic knowledge of C++, Java and ASP.NET.
- Thorough knowledge of **relational database administration** including **MySQL** and **SQLite** as well as **database schema** creation and maintenance and **database normalisation** principles.
- Expertise with client-side technologies: **JavaScript**, **Ajax**, **(x)HTML**, **CSS**, **XML**, **XSLT**, **RSS**, **JSON**.
- An in-depth understanding of **search-engine optimisation** and **graphic design** principles.
- Extensive knowledge of **OOP** and **ORM** principles, **usability and accessibility** principles and **REST** URL structure principles as well as **W3C standards** including XHTML, CSS and WAI-AAA.
- Experience with setting up and maintaining **Unix** and **Microsoft Exchange** server systems and **Windows** technical support.
- Experience designing **elegant websites** and refining clients' **online marketing strategies**.

Further information

MSc Interactive Systems Design

September '07 to September '10

The University of Nottingham

Contact: Prof. Christopher Greenhalgh, personal tutor [chris.greenhalgh@nottingham.ac.uk | 0115 951 4221]

I studied principles of usability and accessibility, user-centred interface design, cognitive ergonomics, interactions of socio-technical systems and design principles of mobile technologies.

Relevant modules:	New Media Design	Distinction	(72%)
	Dissertation (mobile internet usability)	Merit	(60%)
	User Interface Design	Merit	(62%)

Tamar.com Ltd. (full- & part-time)

Web developer

August '05 to August '10

A leading website design and search engine optimisation agency

Contact: Kristian Flint, technical account director [kristian.flint@tamar.com | 07919280169]

I have developed and maintained commercial websites for Tamar's clients for five years, as both a full-time employee and a part-time contractor.

I collaborated with Perl and .Net developers and the design team on both small and large projects, producing and improving programming solutions for online insurance and loan quote engines (e.g. endsleigh.co.uk) and e-commerce sites (e.g. dreams.co.uk) for many clients. I integrated and maintained server- and client-side solutions, usually performing multiple tasks simultaneously and responding to tight deadlines.

Having a lead role in the client-side development project for the re-design of bennetts.co.uk, I was solely responsible for designing the templating structure and CSS code, as well as coordinating development. I was also the lead developer for Tamar's then largest and most complex JavaScript project: creating a new student insurance quote engine for Endsleigh (endsleigh.co.uk/student-posessions.html). I created Tamar's proprietary libraries and integrated them with jQuery.

I worked briefly as the project manager for Tamar's experience design team in 2006 and again in 2007. I responded to clients' calls and emails and scheduled tasks throughout the team under time pressure.

Energise Ltd. (part-time)

consultant web developer

March '10 to present

A rapidly growing energy consultancy

Contact: Simon Alsbury, consultant and owner [s.alsbury@energiseconsulting.com | 07841405685]

I advised Energise Ltd. on their development strategy for two online application projects (both ongoing) central to their business. I then set-up the hosting, decided on the development frameworks and lead the development for both projects.

Mokoro Ltd. (part-time) **Intranet development consultant** **March to July '10**
Economic advisors for the international development sector
Contact: Frieda McAlear, programme manager [fmcalear@mokoro.co.uk | 01865741241]

I advised Mokoro on their strategy for the development of their intranet system. I then converted their entire website into Drupal CMS and developed their new intranet solution. I also advised them on the design of their website, and assisted them in troubleshooting from other development projects.

BSc Honours: Computer Science (2:2) **September '03 to June '07**
The University of Nottingham

I studied principles of object oriented programming, software project management, cryptography, relational database normalisation principles and functional programming.

Relevant modules:	Dissertation (AI for web-based gaming)	2:1	(63%)
	Theory of relational databases	1 st	(76%)

Other qualifications

I achieved A in Maths, B in Physics and D in Chemistry A2 and B in English AS; Also an A* in Mathematics GCSE and 9 other A-C grade GCSEs at Leighton Park School in Reading.

I completed a 3 day training course in CSS and a 1-day course in time management while working for Tamar.com Ltd. and a 2-day course in management with the organisation YINI.

Other work experience

Latin, Ballroom and Salsa society **University of Nottingham** **September '07 to June '09**

As the publicity and website officer on the committee for the Latin, Ballroom and Salsa society at the University of Nottingham, I designed, built and maintained their website from scratch (lbss.org.uk) as well as setting up shared email accounts and document and calendar services for the committee.

The website was awarded “highly commended” in the “best website” category of the 2009 student union’s society awards against over 100 competitors.

Introducingbeijing.com **Freelance** **January to March '07**

Introducing Beijing is the first commercial website I was wholly responsible for. I created the company brand, designed the website and logo, wrote all the code, set up the hosting and edited the website’s copy for search engine optimisation.

Jubileeresearch.org **Volunteer** **2005 to 2008**

I help maintain jubileeresearch.org on a volunteer basis. I have made several small changes, including creating an application to automate the uploading of news articles onto the site.

Previous work

Before 2003

I have also worked on Tasman Economics' website (a medium-sized Australian consultancy) performed general IT support for GHD, Australia (a large engineering consultancy) and worked at John Nike Leisure-sports Centre, Bracknell as a ski instructor, teaching groups of up to ten adults or children. I trained as a ski instructor in Canada.

Sites I've worked on

For Tamar.com Ltd.

tamar.com	endsleigh.co.uk	dreams.co.uk	bennetts.co.uk
furnessbs.co.uk	tescofinance.com	tamar.com	

For Mokoro.co.uk

mokoro.co.uk

Individually

I designed, developed and hosted these sites myself.

lbss.org.uk	introducingbeijing.com	reconnect.me.uk	robinwinslow.co.uk
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Other interests

I have a keen interest in open source ideology. I have used, tested and helped to improve the products of many open source projects. I follow current affairs closely, and occasionally campaign to raise awareness of issues such as climate change.

At the University of Nottingham I helped develop the Latin and Ballroom, and Salsa dance teams. My partner and I were finalists in several inter-varsity competitions from '07 to '09.

I have travelled widely including North America, Africa, Australia, South-East Asia and Europe, and have been playing the piano since I was 5 years old.