PAUL ASHBY

Phone: 07568 277 379 | Email: paul@primitive.co | London, U.K. SE23 2QS
LinkedIn: linkedin.com/in/paulashbylondon | Portfolio: https://paulashby.github.io/react-portfolio/ |
GitHub: https://github.com/paulashby

Self-motivated full stack developer leveraging background in art direction to create
clean, effective websites and interactive media. Ability to build and maintain websites from concept
to deployment with great attention to detail.

TECHNICAL SKILLS

Expert (e), Proficient (p), Intermediate (i)
HTML5 (e), CSS (e), Adobe Photoshop (e), Adobe Illustrator (e),
JavaScript (p), jQuery (p), React (p), Bootstrap (p), Git (i)

PERSONAL SKILLS

Creativity (e), Verbal communication (e), Organisation (e), Collaboration (e),
Research and planning (p), People management (p), Client liaison (p)

PROJECTS

Paperbird website | https://github.com/paulashby/paperbird-dev | https://paperbirdpublishing.co.uk/
- Summary: Online catalogue with integrated wholesale order system for trade customers
- Role: Sole developer, designer
- Tools: PHP, Processwire CMS, HTML5, SASS/BEM, jQuery, Photoshop

StMonday website | https://github.com/paulashby/stmonday | https://stmonday.xyz/
- Summary: Online shop for golf apparel start up
- Role: Sole developer, Virtual Private Server administrator
- Tools: PHP, WordPress CMS, HTML5, CSS, jQuery

Open Triviata Database | https://github.com/paulashby/open-triviata-api | https://otriviata.com/
- Summary: API serving id-tagged questions sourced from the Open Trivia Database
- Role: Sole developer, designer
- Tools: Python, PHP, MySQL, jQuery, UIKit framework

EXPERIENCE

Freelance Web Developer   **London, UK, 2017 - present**
Development of websites for various clients.
- Liaised with clients to define project requirements
- Researched and presented appropriate solutions
- Implemented agreed solutions in a timely manner
- Maintained sites to ensure smooth running

Freelance Interactive Developer   **Designmap London, UK, 2007 - 2011**
Development of interactive applications for use in public spaces, including the multi-award-winning permanent
exhibition on board the Cutty Sark.
- Utilised art direction skills to ensure visual consistency with wider design scheme
- Created visual assets for entire projects
- Incorporated additional technologies to extend Flash capabilities
- Researched and implemented animation optimisations for full screen graphics

Freelance Graphic Designer   **London, UK, 1995 - present**

Print and digital design for publishers, businesses and high profile museum exhibitions.

- Developed brand materials from concept to print
- Presented concepts and liaised with clients throughout process
- Attended exhibition site visits with production contractors and 3D designers
- Collaborated closely with museum curation staff on production of graphics

Art Director of 20-strong Art department   **De Agostini UK London, UK 1993 - 1995**

- Improved Art Department efficiency by implementing a system whereby newly-recruited junior designers produced the various forms and marketing materials required for new project launches. This allowed Art Editors to focus on more creative tasks and had the added benefit of streamlining the recruitment and mentoring process
- Art directed and oversaw the running of many of the company's most successful titles
- Ensured design teams met deadlines and were adequately staffed
- Liaised with management and attended weekly strategy meetings

EDUCATION

edX certificate in Front End Web Development

16-week intensive course providing students with the hard and soft skills needed to pursue a career in front-end web development: HTML5, CSS3, Bootstrap, JavaScript ES6, jQuery, React, Node.js, OOP, APIs, Agile, GitHub collaboration, TDD, BDD, app deployment with GitHub pages and Netlify

HND in Graphic Design: Salford College of Technology

Two year course with modules in typography, brand identity, communications and marketing

BTEC Foundation: Chelsea School of Art