

# RICHARD CLOUGH – CV

0402 942 708  
[richardiclough@gmail.com](mailto:richardiclough@gmail.com)

I'm a Front End Developer and Digital Designer from Melbourne who has worked in Advertising, Start-ups, NFPs, On-line learning, Graphic Design and print.

I'm experienced in designing/building responsive websites and eDMs, and coding in html5, css, jQuery, javascript and some php and Vue.js.

I'm also skilled in video production and Project Management. I like working on new ideas, being a part of challenging projects and bringing these projects to fruition.

## WORK SUMMARY

[Folio](#)

[LinkedIn](#)

## SKILLS SUMMARY

web and eDM design/development

CMS admin for WordPress, DNN and Moodle

html5, css3 and Bootstrap, JavaScript, jQuery, svg, SASS, php and mySql, Adobe suite

Git version control and Jira project management

Salesforce Marketing Cloud, Demandware Commerce Cloud, Responsys and Mailchimp

Video editing

Sketch, Balsamiq, Figma

Sizmek ad server admin

## QUALIFICATIONS

1996-1999     Advanced Diploma of Electronic Design and Interactive Media, Victoria University

## COURSES

2017     [General Assembly UX boot camp](#)  
2017     [UX Fundamentals @ thegymnasium](#)  
2019     [Introduction to React](#)

# EMPLOYMENT

## TALi

February 2021 to August 2021 (6 months - employed by Robert Half agency)

TALi makes educational resources and apps for children who are experiencing learning difficulties.

### **Front End Developer** (Contract)

#### **Skills demonstrated**

**Technology:** html, css, jQuery, git

**Organisational Skills:** Working on multiple projects with a range of stakeholders.

#### **Roles and Responsibilities**

- Building edms for an international launch of the TALi app.
- Making code based updates to their various portals to make them more user friendly.

#### **Achievements**

- Advising to use more dynamic content in edms so as to reduce maintenance time in the future
  - Fixing rendering issues in online pdf reports by applying various fixes that were unique to the problem
- 

## OUTDOOR EDUCATION GROUP

March - 2019 to March 2020 (1 year - stood down due to Covid-19)

The Outdoor Education Group organises camps for secondary school students ranging in length from weekends to a few weeks. It empowers students to become more resilient and to gain an appreciation for the outdoors.

### **Web Developer**

#### **Skills demonstrated**

**Technology:** html, css, vue.js, php, javascript, jQuery, UI and GIT

**Organisational Skills:** Working on multiple projects simultaneously, tracking work schedule via Clubhouse project management tool.

#### **Roles and Responsibilities**

- Working in a team of 3 comprising a Senior Developer and a Project Manager. Helping to code and design internal web based staff portals and utilising UI skills to make sure all pages were visually consistent.
- Taking briefs from the Project Manager that were made up in Balsamiq and building pages from scratch using the Fat-Free php framework, html, css and vue.js with jQuery and javascript when necessary.
- Revising pages based on feedback via tracking manager Clubhouse and updated Balsamiq wireframes.

#### **Achievements**

- Helped to build and deliver a Venue management system which was a huge project that took 6 months and had been wanted for many years.
- Modifying pages to suit custom requirements that were requested by clients.

## **COTTON ON**

November 2018 to December 2018 (2 months - employed by Artisan Agency)

CottonOn is a huge Australian fashion brand based in Geelong that has stores all around the world.

### **Front End Developer** (Contract)

#### **Skills demonstrated**

**Technology:** html, css, Salesforce CMS

**Organisational Skills:** Working in a fast-paced retail focused environment.

#### **Roles and Responsibilities**

- Working in the Marketing Department doing updates to multiple Cotton On websites in Salesforce CMS.
- Taking direction from Production Managers doing changes to be approved then getting sign off.

#### **Achievements**

- Turning around work in a short timeframe and successfully meeting deadlines
- 

## **PRICELINE**

March 2018 to September 2018 (6 months - employed by Robert Half agency)

The Priceline head office is in Camberwell and their nationwide stores are a major retail presence in the beauty, cosmetics and pharmacy areas.

### **eDM Developer** (Contract)

#### **Skills demonstrated**

**Technology:** html, css

**Organisational Skills:** Working on multiple eDM campaigns simultaneously. Attending weekly Production meetings to keep the work schedule on track.

#### **Roles and Responsibilities**

- Based in the Marketing Department and building eDMs in Salesforce Marketing Cloud from supplied Photoshop files from Designers.
- Liaising with Designers if the design needed to be tweaked if I thought that the layout was too problematic to code for.

#### **Achievements**

- Managed the implementation of a design upgrade of header and footer areas in 9 daily edms sent to over 2 million members. It involved working out the best process and liaising with external production partners throughout the upgrade process to ensure the migration went smoothly.
- Introduced the use of ampScripts to work out a members reward value in an email subject line, so that the member could clearly see what points they needed to accrue to be able to advance to the next rewards tier.

## COTTON ON (Factorie)

December 2017 (1 month - employed by Artisan agency)

### **Front End Developer** (Contract)

#### **Skills demonstrated**

**Technology:** html, css, jQuery

**Organisational Skills:** Keeping track of timelines as there was a deadline for a launch of two websites.

#### **Roles and Responsibilities**

- The Factorie brand was getting rebranded so my role was to build new home pages for the Australian and NZ versions of the Factorie websites.
- Working from enlarged colour printouts from designers building pages from scratch.
- Getting revisions from the designer on the printouts and making the necessary adjustments.

#### **Achievements**

- Finishing both website home pages in time for the launch.
- 

## CHE

December 2016 (1 month - employed by Artisan Agency)

Che is a huge Advertising Agency that services nationwide brands in the TVC and digital areas.

### **Front End Developer** (Contract)

#### **Skills demonstrated**

**Technology:** html, css, jQuery

**Organisational Skills:** Prioritising work in order to meet a deadline.

#### **Roles and Responsibilities**

- Built a micro-site for First Choice Liquor.
- Working from a supplied Photoshop file I had to cut it up and build the micro-site from scratch in html and css.

#### **Achievements**

- It was a challenging process as I couldn't see what the microsite looked like embedded within the First Choice Liquor site till the day before launch, so I had to build it being mindful of not having my css styles overriding the css styles of the parent site.
- 

## SALESFORCE

June 2016 - September 2016 (3 months - employed by Peoplebank Agency who are based in Sydney)

Salesforce is an all round CMS that incorporates many features including a dedicated website and eDM build and publishing platform.

### **Production Specialist** (Contract)

#### **Skills demonstrated**

**Technology:** Salesforce Marketing Cloud, html, css

**Organisational Skills:** Liaising with major clients and attending daily meetups with interstate team members while maintaining a daily send schedule of eDMs.

#### **Roles and Responsibilities**

- Built an [eDM for Bank of Melbourne](#) that had customer personalisation.
- Sending out sms messages for Westpac banking customers

#### **Achievements**

- Bank of Melbourne personalisation was being trialled so I had to liaise with developers at BoM to make sure that the personalisation tags were being picked up correctly in eDMs and BoM landing pages.
- 

## **APOLLO MEDIA**

August 2015 to December 2015 (4 months as company went out of business)

Apollo Media was a start-up that was building reward based websites aimed at the general public.

### **Digital Designer and Front End Developer** (Full time)

#### **Skills demonstrated**

**Technology:** html, css, jQuery, php

**Organisational Skills:** Juggling design of logos alongside website designs and builds.

#### **Roles and Responsibilities**

- Designing and building the [company website and designing their logo](#).
- This involved looking at websites that the Manager liked then working up sketch based colour drafts.
- Building forms in php with help from the Lead Developer.
- Logo design which involved writing out word associations, coming up with initial sketches on paper, selecting suitable fonts, working up these concepts in Illustrator in b+w then colour. Some examples are: [Apollo](#), [Offers Central](#) and [Startup Factory](#).

#### **Achievements**

- Designing logos that held up well and incorporating the look and feel into website builds.
- 

## **[VACC](#)**

October 2009 to June 2015 (5 years 5 months)

The VACC is the peak representative body in Victoria and Tasmania for businesses in the motor industry.

### **Digital Designer and Front End Developer** (Full time)

#### **Skills demonstrated**

**Technology:** html, css, javascript, jQuery, DotNetNuke

**Organisational Skills:** Working on multiple projects, client liaison.

#### **Roles and Responsibilities**

- Designing and building DotNetNuke content managed websites.
- Training internal staff and external clients.
- Construction of html emails and xsl coding for the e-Ticket website.

### **Achievements**

- Bringing their bulk email process in house saving thousands of dollars per month.
  - Helping to build an event ticket website called e-Ticket that was used for the Melbourne Motor Show.
- 

## **MONASH UNIVERSITY, DEPARTMENT OF MARKETING**

September 2005 to May 2009 (3 years 6 months)

Monash University is one The Group of 8 universities in Australia and has multiple campuses spread across Melbourne and Victoria.

### **Project Systems and Technical Support Officer** (Part time)

#### **Skills demonstrated**

**Technology:** html, css

**Organisational Skills:** Working with multiple stakeholders in a large organisation.

#### **Roles and Responsibilities**

- Designing and developing course books and DVDs for distance education.
- Maintenance of department websites.
- Developing learning modules using WebCT Vista.
- Helping staff with computer problems. Lecturing to students on website construction.

#### **Achievements**

- Re branding of all printed and electronic material to achieve a modern look.
  - Outsourced the production of materials to ensure better delivery timeframes and increased quality.
  - Reorganizing and optimizing existing poor file structure to ensure full accessibility by other staff.
- 

## **REFEREES**

On request

# INTERESTS

Cycling, surfing, snowboarding, swimming, [bushwalking](#) and running marathons.

## Podcasts

[The Web Ahead](#), [The Big Web Show](#)

## Meet-ups

[Be Responsive](#), [The Digital Designer's Toolbox](#), [UX Melbourne](#), [The UX Design Group of Melbourne](#), [UX Bookclub](#)

## Medium threads followed

Muzli (design inspiration)

## Books read

[Design for the Real World](#), [Gamestorming](#), [The Inmates are Running the Asylum](#), [The Design of Everyday Things](#), [Design is a Job](#)

## Hackathon

[Evolver global sustainability jam](#), Melbourne November 2015

A weekend spent formulating a concept in a group of 3 other people. The final idea was called Outpost which would build sustainable working hubs, the final presentation is [here](#).

## Volunteering at :

[Robyn's Nest Animal Rescue](#) Looking after kittens and cats that were due to put down and getting them eventually adopted.

[Asylum Seekers Resource Centre \(ASRC\)](#) Assisting in food bank helping asylum seekers choose their weekly shopping.

[Sudanese Australian Integrated Learning \(SAIL\)](#) Looking after Sudanese children on Saturday mornings  
[Melbourne Open House](#) I have worked as a location volunteer.