

# RICHARD CLOUGH – CV

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My name is Richard Clough. I'm a Front End Designer/Developer from Melbourne, Australia who has worked in Advertising, Start-ups, NFPs, On-line learning, Graphic Design and print.

I'm experienced in designing and building websites and coding in html, css, jQuery, javascript and some php and Vue.js, using platforms like Wordpress and bootstrap. I'm also skilled in UI, SEO, 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

Development				CMS		UI/Design	
web design & dev	★★★★★	php	★★	WordPress	★★★★	Figma	★★★★★
html5, css3	★★★★★	Git	★★★★	HubSpot	★★★★	Balsamiq	★★★★★
javascript, jQuery	★★★★	Jira	★★★★	Salesforce	★★	Photoshop	★★★★★
SASS	★★	NPM	★★★★	Responsys	★★	Illustrator	★★★★
Bootstrap	★★★★★	SQL/mysql	★★	DotNetNuke	★★	Premiere	★★★★
svg	★★★★	Vue.js	★★★★	Moodle	★★	InDesign	★★

## QUALIFICATIONS

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

## COURSES

2021	<a href="#">Building Applications with React and Redux</a>	2021	<a href="#">Angular: Getting Started</a>
2021	<a href="#">JavaScript REST APIs: Getting Started</a>	2021	<a href="#">AWS Developer: Getting Started</a>
2021	<a href="#">Creating Layouts with CSS Grid</a>	2020	<a href="#">Vue.js Fundamentals</a>
2021	<a href="#">RESTful Web Services with Node.js and Express</a>	2019	<a href="#">Introduction to React</a>
2021	<a href="#">TypeScript: Getting Started</a>	2017	<a href="#">General Assembly UX boot camp</a>

# EMPLOYMENT

## MSI Australia

September 2023 - current

### Website Manager

#### Roles and Responsibilities

- Deployed a [web chat](#) (bottom right of screen) and styled it to align with the branding of the site.
- Design and build of a [contraceptive interactive](#) with a retro 80s interface.
- Design and ongoing build of the backend, of [online booking flows](#).
- Used a tab approach to make a [costs page](#) less overwhelming like the previous version [does](#).
- Improved the [website UI](#) by using cleaner fonts and UI elements than the previous version [here](#).
- Built an Outlook signature template for all Australia wide staff that uses conditional logic to accommodate 12 different roles.

## The New Daily

October 2022 - June 2023

### Digital Producer

#### Roles and Responsibilities

- Helping to develop a [comments](#) section on their website.
- Sending daily eDMs in the Adestra platform
- General tech troubleshooting and helping staff with computer issues.

## Royal Australian College of Surgeons

February 2022 - October 2022

The Royal Australasian College of Surgeons (RACS), formed in 1927, is a non-profit organisation training surgeons and maintaining surgical standards in Australia and New Zealand.

### UI/UX Developer (Permanent)

#### Skills demonstrated

**Technology:** html, css, javascript, jQuery, Azure DevOps, 365 Dynamics

**Organisational Skills:** Working on updating the UI on all the internal websites.

#### Roles and Responsibilities

- Advising teams on best UI practices
- Liaising with the head Graphic Designer to ensure style guide was followed in all work done
- Doing styling updates on various internal member portals using css, jQuery and javascript.

#### Achievements

- Redesigning their internal websites in [Figma](#) based on a style guide.
- Deploying a jQuery fix for a [pagination issue](#) that had been escalated to Microsoft.
- Using css width calc property to apply a [fluid width](#) to an element that resizes proportionally.

## Tennis Australia

December 2021 - February 2022 (2 months)

### Front End Developer

#### Roles and Responsibilities

Building eDMs for the Australian Open.

## TALi

February 2021 to July 2021 (6 month maternity leave replacement contract that wasn't made permanent because there wasn't enough work at end of the contract - 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, Postman

**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.
- Helping with QA duties using Postman.

#### **Achievements**

- Advising to use more dynamic content in an [eDM](#) so as to reduce maintenance time in the future.
- Fixing rendering issues in online pdf reports. An original version is [here](#) and a fixed version is [here](#).
- [Video in header background](#) that fades in and out when scrolling.

## OUTDOOR EDUCATION GROUP

March 2019 to March 2020 (1 year - it was a permanent role but I was stood down from OEG in March 2020 due to Covid-19 and the role ended up being made redundant at the end of 2020.

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, 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.

## ARTISAN AGENCY

Artisan specialise in providing contract positions in Agencies in Melbourne. I did various short term contracts for them between December 2016 to December 2018.

## Cotton On

November 2018 to December 2018 (2 months)

### Front End Developer

#### Roles and Responsibilities

Working in the Marketing Department doing updates to multiple [Cotton On](#) websites in Salesforce.

## Cotton On (Factorie)

December 2017 (1 month )

### Front End Developer

#### 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.

## CHE

December 2016 (1 month)

### Front End Developer

#### Roles and Responsibilities

Built a micro-site for [First Choice Liquor](#).

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## 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.

### 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.

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For 6 months from March 2017 I went overseas travelling through India and Nepal which included doing a trek to the Annapurna base camp.

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## **SALESFORCE**

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

### **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 trialed 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.
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In early 2016 I did short term contracts for a few months at various Agencies in Melbourne.

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## **APOLLO MEDIA**

August 2015 to December 2015 (full time role but it finished after 4 months as the company went out of business)

Apollo Media was a start-up that was building reward based websites aimed for 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
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## 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.
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## 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.
- Reorganising and optimising 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 Fostering kittens and cats that were due to be 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.