TINA LYNCH
0423 694 527
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PROFILE

I am a front-end developer with a design background, a creative eye and a sucker for all things aesthetic. With almost 3 years experience in front-end development, I offer experience in translating design mock ups into responsive landing pages, content administration for website/marketing channels, building functional HTML eDMS, and the ability to add interactive experiences to static designs. I have a strong work ethic and an eagerness to keep learning new skills amongst an ever-changing digital world.

SKILLS

HTML, CSS, JavaScript, jQuery
Basic SilverStripe PHP
Responsive/Mobile Web Design
eDM/HTML Emails
Template Creation in Exact Target
Adobe Creative Suite (PhotoShop, Dreamweaver, Illustrator, After Effects, InDesign)

EDUCATION

CERT IV GRAPHIC DESIGN 2010
TAFE, New Media Campbelltown College

BACHELOR OF FINE ARTS, PHOTOMEDIA, 2009
College of Fine Arts, UNSW

PORTFOLIO

https://tina-lynch.github.io/cv

LINKEDIN

https://www.linkedin.com/in/tina-lynch-b185a2149/

REFERENCE

Available on request

EMPLOYMENT & EXPERIENCE

AAT Kings - Web Content Publisher | Nov 2015 - Present
More than just a web content publisher, my responsibilities today have evolved into the skill set of a Front End Developer where I write, test and adapt code. My most recent project and career highlight is my involvement in the re-design of the AAT Kings website. As part of the web team, I have been heavily involved in bringing the new design to life via version control with HTML, CSS, jQuery and PHP. Currently in its final stages, aatkings.com will be fully responsive, enhanced and modern website.

I have also undertaken multiple projects varying from mobile optimisation, landing page creation (mock up to hard-code execution) and building functional and optimised eDMs with thorough testing across responsive platforms (desktop, mobile and tablets). I further developed and implemented the eDMs into functional templates in Exact Target (Marketing Cloud) for the greater Marketing Team to use, thus allowing the Web Team more time to focus on website development, functionality and enhancements.

Other duties include maintaining and enhance content/product load; and working closely with internal stakeholders to ensure consistency and adherence to the company guidelines. Extended duties and capabilities include video editing, SEO projects, knowledge of internal systems and documentation manuals for both consumer and internal stakeholders. Originally in Sales/Reservations, I moved into the Web Team through my self-initiated request to shadow the Design Manager to gain exposure and experience in the Design and Marketing aspects of the business.