

DANIEL MURRAY CURRICULUM VITAE

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Freelance new media consultant specialising in web development and user-experience.

PROFILE

My main experience is as a web developer with over six years commercial experience developing high quality web sites, web-applications and e-commerce solutions. I have worked on several high profile sites for large organisations and broadcasters as well as working directly with SMEs which has given me a very much end-to-end mindset. In addition to raw web development, I have a wide spectrum of experience as a User Experience (UX) Specialist which I have put to use developing rich user interfaces, applying "Web 2.0" design techniques and technologies, applying rapid prototyping and user testing throughout the project. I am comfortable combining these skills to deliver projects with an enriched user experience which has many commercial benefits. I also have experience in the role of web project manager and team leader. Being answerable to end-clients, I have high levels of commercial focus particularly when it comes to commercialising and creating revenue streams through web applications.

ROLES SOUGHT

- Freelance/ contract web developer, web team leader, user-experience specialist.
- Locations: West and South Yorkshire, Manchester.

SKILLS OVERVIEW

- **Main Skills – with over six years commercial development experience** using object oriented PHP (PHP5, PHP4) MySQL 4 and 5, XHTML/HTML, CSS, AJAX, jQuery, XML, JavaScript and Photoshop. Extensive knowledge of designing and implementing contemporary 'web 2.0-style' designs, graphical user interfaces and functionality from concept to execution with the appropriate application of user experience (UX) engineering, W3C standards and best practice. Excellent knowledge of the principles of user interface- and information architecture- design.
- **Good working knowledge** of social-networking APIs including Facebook and Twitter, Wordpress, Drupal, Joomla, streaming multimedia (Flash/iPlayer), Zend Framework, Symfony, Apache Web Server, Prototype JS and some exposure to Microsoft MSSQL.
- **Non web-development skill includes** online revenue generation, e-marketing including organic SEO techniques, e-mail marketing, conversation optimisation, tracking and analytics analysis. Previous experience of project managing and team leadership in a technical and creative web-team environment.

EXPERIENCE

Most recently (2005 to present): Freelance web developer and consultant.

During this time I have worked with a number of broadcasters, new media agencies and SMEs in the role of developer and team leader to execute site and web-application projects and consult on e-marketing strategies for my clients. My roles have included web development as well as the planning and execution of web projects. More recently I have been retained by clients to trouble shoot; improving the commercial reach of online offerings through UX engineering and development skill. Some examples of the projects I have worked on:

- Web application "dashboard" design for a multi-national client (client confidential). This was an end to end project from concept to execution to create an intelligent XHTML client interface over AJAX using jQuery, fully OO PHP5 and a MySQL backend running on Apache.
- ITV I'm a Celebrity <http://celebrity.itv.com> (Client: Numiko/ITV). As a part of a large project team I contributed to several site elements including Facebook application and the PHP5 CMS as well as meeting ITV's demanding accessibility and usability standards.
- Leeds Retail Awards www.leedsretailawards.com (Direct Client). In the 2009 awards we enjoyed great success in improving the profile of the awards through an effective web campaign. End-to-end execution including concept, design, build, execution and marketing. We look forward to carrying forward this success into 2010.

- Eat Out Leeds (Marketing Leeds/Direct Client) www.eatoutleeds.com As project lead, we developed a fresh branding and e-marketing strategy around this site design and build project based on a custom Wordpress install, with PHP5 back-end and AJAX/jQuery front-end.
- ITV Britannia High www.itv.com/britanniiahigh (Client: Numiko/ITV). Took a lead role in the site's build and executing the site's e-marketing campaign and producing online marketing collateral including effective email campaigns through well thought out design and testing.
- BBC Britain From Above www.bbc.co.uk/britainfromabove/ (Client: Numiko/BBC) – Contributed to site design, AJAX functionality, site usability, cross browser testing and off-site content-management.
- BBC The Culture Show www.bbc.co.uk/cultureshow/cultureis/ (Client: Numiko/BBC) Built the sites content aggregator and Flash/PHP data conduit from which the site obtains content.
- Leeds Metropolitan University - (Direct client). Work with the Carnegie Weight Management to deliver an effective online campaign from concept, design to build with PHP5/MySQL.
- Gossard www.gossard.com - (Client: Ripe) Lead developer for site rebuild with a custom PHP CMS.
- Ebay UK/ Mission Fish - (Direct Client) Assisting with Ebay charity landing page development using well structured XHTML and CSS.

April 2006 to June 2007: Web Team Leader, i-to-i UK Ltd

In this role, I built a design and development team to overhaul the company's portfolio of e-commerce and brochure sites and brought customers a more engaging online experience whilst improving the company's online conversion. Personally I contributed significant modules of the custom content management and back-end product integration systems (PHP5, MySQL5, MSSQL, Classic ASP integration, Apache 2)

- www.i-to-i.com became the company's main web-portal with social networking functionality.
- www.onlinetefl.com maximised search engine penetration and conversion effectiveness.

April 2005 to Sept 2005: Career Break - Travel

I took this opportunity to gain life experience and backpack through Europe and parts of Africa. I maintained and nurtured several great relationships with clients prior to taking this break and on my return.

June 2004 to April 2005: Communications and Marketing Officer: Leeds City Council (Department of Housing and Neighbourhoods) and Leeds North-West Homes

During this role, I was given the opportunity to gain experience in producing marketing collateral for the Council/ALMO and conducting PR exercises with other departments and authority stake-holders.

March 2002 to May 2004: Web Developer: University of Hull

During this role, I was the sole developer responsible for developing a custom CMS for the Centre for the Digital Arts. This project achieved it's goals of satisfying the University's strict branding, usability and accessibility criteria using W3C compliant XHTML and CSS. Now part of: www.hull.ac.uk.

EDUCATION

2006 to 2007 — Krauthammer Management Training

This training course centred around developing techniques for getting the most of out of my team including day-to-day management skills and the specifics of managing creative and development staff.

2001 to 2004 — Undergraduate Degree, University of Hull

Attained 2:1 BSc (Hons) in Internet Computing, Multimedia and Business Management.

1999 to 2001 — Advanced Level, Rodillian Secondary School

Advanced 'A' -level grades: Computing (Grade A), English Language (Grade C) , Biology (Grade D)

1994 to 1999 — GCSE Level, Rodillian Secondary School

Achieved grades A to C in twelve subjects including English Literature, English Language, Dual Award Science, Information Technology and Art and Design

REFERENCES

Several professional references available on request (not included to respect the confidentiality of previous clients).