



Personal Profile:

Hi I'm Rob, a front-end developer based in East London, I specialise in custom-built responsive WordPress themes using as few plugins as possible. I've a keen eye for detail and always take into consideration accessibility, SEO, security and performance during my builds. My modular based builds and custom built dashboards I consider to be a huge advantage to content editors and future development of the site. I pride myself on the repeat bookings I receive within the advertising industry.

Technical Work History:

	<p><u>Freelance FrontEnd Developer</u></p> <p>Worked on a polling system for their #thisorthat campaign. This was built with a PHP/MySQL backend and used AJAX and JSON for the results. This was then incorporated into the company's CMS (DemandWare). The app was then localized and rolled out to a number of International markets and stores around the UK.</p> <p>http://www.oasis-stores.com</p> <p>Brands: Internal work</p>
<p>Oasis Stores 2017 January</p>	<p><u>Freelance WordPress Developer</u></p> <p>I've been working with Pebble Studios since March 2016 on improving their agency website. I've recently had a chance to rebuild their main site from scratch, this was the perfect opportunity to enhance both the front and backend of the site, as well as the codebase which was a mess.</p> <p>They wanted their site to be <i>as fast as possible</i>, I also wanted it to be easy to maintain from both a development and editorial point of view. Having worked with them for a few months I know they like to add modules throughout the site, therefore I decided that a modular approach was required. I redesigned the dashboard area in WordPress to allow any module to be added to any page, post or custom post type, in any position on the page they required. This approach also allows for future development of new modules with ease.</p> <p>After I had looked at all of the front end tweaks such as lazy loading, compressing images & minimizing files I started to look at the server speed itself as this was still an issue. I added an AWS S3 bucket with Cloudfront for the static content delivery, I then added LiteSpeed Web Server on top of Apache and an SSL.</p> <p>After I was finished the average page time was around a second, some pages before I started had been taking as long as 18 seconds to load.</p> <p>http://www.pebblestudios.co.uk</p>

MIND FAILURE LTD.



Big Rock
2016
October
August
February

Brands: Internal work

Freelance Developer

I've been the main lead developer with Big Rock since early 2016. During this time there has been a few different projects, the largest of which was a custom WordPress theme for Murano.

Due to the agency being a new start-up I've also looked at their development process as none of this was in place. Part of this process included setting up a basic front-end and WordPress framework using Sass and Gulp for consistency across all future projects. Version Control (GIT) and multiple server environments have also been set up and are now rolled out on new projects.

<http://www.muranoconnect.com> (Please note: The site is now maintained in-house at Murano and some elements have been added/amended by their own development team)

I'll be starting a rebuild of their main site in 2017 to make it a modular based build.

Brands: Fidelity, FCA, Murano Connect, Savills Investment Management, Munch Media



Brand & Deliver
2016
September

Freelance WordPress Developer

Sole developer for a campaign microsite for the launch of a new *RADEON PRO* graphics card from *AMD*. The site was built on WordPress with a 100% custom built theme and dashboard. The backend allowed content editors the flexibility they required to add modules wherever they required. This approach was vital as the content was due to arrive the night before the cards launched.

<http://creators.radeon.com>

Brands: AMD



Suburb
2016
July & August

Freelance WordPress Developer

I was the backend developer on a reskin of an existing internal intranet site for BP. The site was built on WordPress and required a number of additions. Working alongside another freelance developer we re-worked the site using the latest WordPress coding standards and also converted it to a modular based theme where possible.

On a return visit I implemented a single sign on (SSO) using SAML 2.0 onto the same site.

Brands: BP



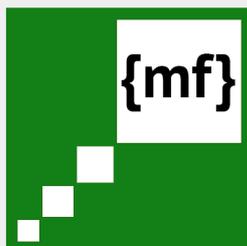
Possible
2016
April

2015
July - September



Pixeled Eggs
2016
January

2015
October - December



Mind Failure
2015 - Present



Freelance User Interface Developer

Providing cover for the development team, I've worked on adding or extending the functionality of UI elements within sites, as well as updates to content.

Working alongside the technical lead I helped to produce the front end templates for a Drupal build for Cailer. A number of the processes suggested by myself are now used as part of their development.

I've also worked on a number of templates for sections on the Canon website.

Brands: Canon, Cailer, NetJets, Blind Pig Cider, Old Mout Cider

Freelance WordPress Developer

Pixeled Eggs had a small development team who mainly built WordPress sites. As well as picking up some existing projects I was also the main backend developer on a new build for Watermans.

The site required live ticketing information to be pulled into WordPress from their 3rd party system. At the time this only had an XML file which could be used, the feed itself wasn't that well formatted so I had to amend the way they added shows first of all, I then used XSLT to convert this into something usable, this in turn was imported into a custom post type using a CRON job.

<https://www.watermans.org.uk>

Brands: Watermans, Zapp, Else

Director

In May 2015 I launched Mind Failure as a limited company where I am the sole director.

I mainly freelance in London's advertising agencies but I also have a large number of clients who I've worked with previously from my self employed days.

Brands: Butler House, Lifting Power, Maria Szypluk Photography

Tech Lead

In 2014 the OgilvyOne tech team was merged into the existing Etechure team at Ogilvy. I continued in my role as Tech Lead with some additional responsibilities including the managing and assisting with the progression of developers in the team. This duty included career reviews and looking at their own personal development within the company.



Etecture@Ogilvy

2014 - 2015



Brands: Bakers, Purina, British Airways, American Express, O&M Group

Tech Lead

I left DARE after being approached by OgilvyOne for the second time within a year. On joining the team it didn't have a fantastic relationship with the remainder of the company. Along with the new Technical Director I helped to promote the services we offered and turned the team around from an ActionScript heavy department into a department who could cope with the vast majority of work an agency comes across.

OgilvyOne

2012 - 2014

I was the sole developer on the launch of BT Sport Business and had just 3 weeks to build a site in time for the launch of the 2013 channel launch.

Brands: BT Sport, British Airways, British Gas, American Express, IBM, IHG, Land Rover, O&M Group



Technical Account Lead

I joined DARE in January 2007 as a Junior Web Developer, by the time I left it was 2012 and I was a Technical Account Lead. Throughout my time at DARE we won countless awards including *Agency of the Decade* from *Campaign Magazine*.

DARE

2011-2012
Technical Account Lead

My role as a Technical Account Lead involved me looking after the Vodafone and Sony accounts from a technical point of view. This would involve regular meetings and often onsite working at various clients, all of which I had a great working relationship with, particularly with the Sony Technical team based in Brussels where I'd make regular trips to and from.

2010
Tech Lead

I truly believe that the experience of working at DARE during their dominant period of the digital advertising sector taught me more than just being a developer.

2009
Senior Developer

Brands: Vodafone, Sony, Sony Ericsson, Premier Inn, Barclays, Barclaycard, Standard Life, EA Games

2008
Developer

2007
Junior Developer



Self Employed Web Developer

In 2004 I decided to turn my hobby into a career by starting Blu Hippo. I produced a number of HTML sites for sole traders, professionals and companies based in Kent and London.

The majority of this work was flat HTML builds with some PHP/MySQL development included.

MIND FAILURE LTD.

Registered Office: 9 Forbes House, 370 Romford Road, London, E7 8BF
Registered in England & Wales No 9590847. | GB VAT No: 244 0827 19



Blu Hippo

2004 - 2015

I also started to build WordPress sites around 2005. The vast majority of my work came from word of mouth and repeat bookings.

Brands: Wealden Times, Philips Man's Shops, Butler House, Lifting Power, Pages Newsagents

Skills & Toolbox:

Technology	Skill Level	Technology	Skill Level
WordPress	Advanced	JavaScript	Intermediate
HTML5/XHTML	Advanced	jQuery	Intermediate
CSS3/Sass	Advanced	Version Control	Intermediate
Accessibility	Advanced	Build Tools	Intermediate

References are available on request

Recruiters:

Please note I am not interested in any permanent roles at this moment in time, if this changes I will update this strap line.

Non-Technical Work History:



Kent Fire & Rescue Service

2000 - 2010

Retained Firefighter

In the Summer of 2000 I was approached by the local fire station and asked if I would be able to help out the local fire service during the day. This was too good an opportunity to turn down. Over the next 10 years I attended all kinds of emergency call outs ranging from house fires, car accidents and even the odd cat stuck in a tree.

I became first-aid trained to trauma level, breathing apparatus, advanced vehicle extrication and community fire safety.

MIND FAILURE LTD.

Registered Office: 9 Forbes House, 370 Romford Road, London, E7 8BF
Registered in England & Wales No 9590847. | GB VAT No: 244 0827 19



**Pages
Newsagents**

1993 - 2014

Store Manager

I started life at Pages as a paperboy at the age of 13, I then progressed to a shop assistant and then by the age of 17 was asked to open and close the store while the owners were on holiday.

A year later I was doing the banking as well as a number of admin tasks for their 3 stores based in Cranbrook and Tunbridge Wells.