

GARY MAWDSLEY

Front-End Web Developer

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Personal statement: Professionally driven with the ability to work under pressure on multiple concurrent projects and deliver quality work to deadlines. Able to analytically solve problems, keep abreast of current best practices and quickly learn new skills. An effective team member with excellent technical and communicative skills, over 10 years of experience in front-end web development and who can bring an enthusiastic approach to any working environment.

Key skills: HTML, XHTML, CSS, JavaScript, jQuery, jQuery UI, AJAX, SEO
JSP, PHP, ASP, XML, MySQL, json, ATG 10, ATG 2007, WordPress
Agile methodology, prototyping, UI/UX, W3C standards for accessibility, cross-browser / cross-device compatibility
Photoshop, Fireworks, Eclipse, SVN, Jira

EMPLOYMENT

Jan 2010 - present: **Shop Direct Group, Speke, Liverpool, Merseyside**
FRONT-END DEVELOPER

Role: Responsible for the front-end implementation of on-site strategic projects and developments, across all brands of the UK's largest online and home retailer, ensuring that the business meets the online commercial and strategic objectives as agreed with the relevant departments, stake-holders and brands.

Achievements: Lead front-end developer on a major project to enhance the user experience relating to understanding and selecting from the many payment options SDG offer. This touched on every commerce page from product gallery to order confirmation and upon completion, had the most significant increase in conversion performance in 4 years plus exceptional revenue growth in interest income by improving performance of financial service product uptake.

Currently working on the migration of all brands from ATG 2007 to ATG 10, including the development of a new front-end, including all HTML, CSS & JavaScript.

Worked in partnership with Google, to write, performance test and implement a trial integration of Google AdSense advertising on very.co.uk.

A team member on the successful pilot Agile project, which is now the businesses chosen IT project management methodology.

Lead front-end developer on the development of the businesses first international brand very.com, which was also the first site developed on the ATG 10 platform.

Responsibilities: Scope candidate projects with the project sponsor and follow e-commerce agile project development process, to create valid HTML, CSS and JavaScript code, which adheres to current SEO, usability and accessibility industry best practices.

Create fully interactive front-end prototypes for a variety of e-commerce projects and enhancements within the agreed service level agreements.

Support the internal content team with developing marketing promotional content and site updates as per the brand requirements and schedule.

Websites: www.littlewoods.com | www.very.co.uk | www.isme.com | www.kandco.com
www.woolworths.co.uk | www.littlewoodseurope.com | www.brandquarter.co.uk
www.littlewoodsireland.ie | www.very.com

Jul 1998 - Dec 2009: **FCS Associates, Formby, Merseyside**
WEB DESIGNER, FRONT-END DEVELOPER & BACK-END DEVELOPMENT SUPPORT

Role: Responsible for design and UI concerns, for all websites developed, as well as a supporting role in the design and development of a custom in-house CMS for creating and maintaining those websites.

Achievements: The development of a front-end template system, with reusable code components and widgets.

Integrated seamlessly, both a KickApps hosted community and a WordPress powered blog, into separate affiliate driven sites.

Accredited with certificate in Flash Action scripting by Liverpool John Moores ICDC.

Websites: www.sonypspinfo.com | www.dsgameshub.com | www.wiigameshub.com

Apr 2000 - present: **Akaga Design, Southport, Merseyside**
FREELANCE WEB DESIGNER & DEVELOPER

Role: Designing and developing websites to the clients brief, including fulfilment of future maintenance requirements.

Achievements: Produced a custom stock management system written in ASP and using an XML data store, with image upload and integration capabilities.

The implementation of an AJAX driven contact form using JQuery.

Websites: See portfolio at www.akaga.com

Aug 1996 - Aug 1997: **BETIC, Bootle, Merseyside**
DATABASE AND SYSTEMS COORDINATOR

Role: The design and development of informational and feedback systems, to aid in the reporting to top-level management, of progress towards targets.

Achievements: Developed, implemented and trained appropriate staff in the use of, an Access database driven system that supported successful bids for mission critical funding.

EDUCATION

1994 – 1998: Liverpool John Moores University
Business Information Systems (BIS), BSc (Hons) Class II:I
Licentiate in Application of BIS (City & Guilds of London Institute)

1992 – 1994: Formby High School Sixth Form College
4 A-Levels including Maths (A)

1987 – 1992: Formby High School
9 GCSEs (6 A's including Maths and English)

PERSONAL INTERESTS & OTHER INFORMATION

Driving license: Full, clean.

Interests: Running, going to the gym, playing football & squash and reading or watching films.

REFERENCES

References are available on request.