

# CURRICULUM VITAE

## Geoff Lewin

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## PROFILE

I design and build engaging, responsive websites using the latest techniques.

Following a number of years as a creative artworker I wanted to broaden my career experience and set myself new goals. This led me to complete a diploma in web design & development at Qantm College, London. The course gave me a solid foundation in web technologies and I have now been working in the industry for over 7 years.

Whilst studying I was able to work as a freelance web developer, which offered me a chance to develop my rapport building and communication skills by working for a number of organisations.

I currently work for a digital design agency as Front End Developer building responsive websites. I previously worked at Comet Group Ltd as a web designer where I managed and drove regular enhancements within the ecommerce team to help drive sales and brand awareness on Comet.co.uk, Laskys.com and KitchenScience.co.uk. I managed long-term development projects with the help of an offsite development team, improving the brand and website functionality.

I enjoy designing user-focused interfaces and converting those into semantic, accessible code. I have found that by combining my experience of working in the graphics and web industry I am able to design usable, dynamic websites and applications.

I consider myself a motivated team player as well as able to work on my own. I am hard working and have a desire to continually learn and excel in my chosen field.

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## KEY SKILLS

### CORE SKILLS

- Design and build accessible websites using HTML5 and CSS3
- Code sophisticated user-interaction using jQuery and JavaScript
- Develop dynamic web pages using PHP and MySQL
- Multi-variant testing of a top 20 ecommerce website
- Design interactive wireframe prototypes using Axure
- Mockup web interfaces using Photoshop
- Build websites using WordPress and Expression Engine
- Experienced in meeting strict deadlines through effective communication and personal commitment to the job

### PROFICIENT IN:

- HTML5
  - CSS3
  - jQuery
  - Photoshop
  - Dreamweaver
  - Illustrator
  - Flash
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### INTERPERSONAL SKILLS

- Rapport building
  - Working collaboratively
  - Conscientious
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## CAREER HISTORY

**Sept 2012 –  
Clever Little Design**  
Front End Developer

Front End Developer at a design agency building responsive mobile first websites using Expression Engine and WordPress.  
A selection of sites I've completed from the design stage.  
[www.adelante.co.uk](http://www.adelante.co.uk), [www.max.co.uk](http://www.max.co.uk), [www.haleandco.co.uk](http://www.haleandco.co.uk), [www.lornelabs.com](http://www.lornelabs.com)

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**Dec 2010 – Sept 2012  
Comet Group Ltd**  
Web designer

Led and managed the design, layout and coding of web pages on Comets websites.

- Migrated the Comet store finder from MultiMap to Microsoft Bing maps for both the mobile and desktop websites. I took the project from initial design, coding the frontend interface using html and jQuery to building the javascript app using the Bing Maps AJAX API.
  - Redesigned the checkout journey for both Laskys and KichenScience using industry best practice to improve customer conversion and increase sales of auxiliary services.
  - Managed and maintained a stream of ideas and tests to continually improve the website using multi-variant testing with the help of a third party supplier. Used web analytics tools to analyse areas of potential development.
  - Helped to redesign and code a prototype of a new Comet website using a responsive framework.
  - Designed and coded a replacement Comet Help website using WordPress. Took the project from concept through to completion, which included user-centered design, front end coding and liaising with back-end coders. Website built to be tablet and mobile friendly.
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**Nov 2008 - Sept 2010  
CRB Associates**  
Front End Developer

Designing and developing websites for the private and public sector.

Main duties included:

- Building and maintaining front-end code using XHTML, CSS and jQuery
  - Creating dynamic web pages using server-side technologies such as PHP
  - User interface design and web asset creation
  - Responsible for sites adhering to W3C accessibility guidelines and following the latest legislation and industry standards
  - Maintaining brand consistency and usability throughout each project
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### Freelance

**2007 - 2008  
GL Design**  
Web Designer

Developed websites and Flash applications for a variety of clients including:

- Flash presentation for a packaging company that showcased their services
- Website for a signage company promoting its services

**Sept - Nov 2008  
DSGi**  
Email Designer

Designed email campaigns and web pages for PC World, Currys and Dixons. Created clean and fresh designs for banners and emails. Coded emails in HTML using tables to meet the demands of different email servers.

**June - July 2008  
Disruptive Ltd**

Designed Flash banners and packaging artwork for Gear4 an iPod accessories company.

**Feb - Mar 2008  
FST Marketing**  
Creative Artworker

Direct mail marketing for Avis car rental. Worked on the rebanding of Rentokil Initial Tropical Plants to Ambius.

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**2002 – Dec 2006  
Braitrim Ltd**  
Creative Artworker

Worked in the retail and packaging industry on brands including Mothercare and Disney. Duties included design, artworking, retouching, and production control. Worked in Woolworths marketing department dealing with point of sale, catalogues and packaging.

**1999 – 2002  
Krest Digital**  
Creative Artworker

Worked in a busy design studio developing my page layout & typography expertise producing brochures, leaflets, tickets, and advertising material. Clients included Disney Films and CliniMed Health Group.

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## EDUCATION/QUALIFICATIONS

2007 – 2008	Qantm College Diploma Web Design & Development
2001 - 2003	Buckinghamshire Chilterns University College HNC Internet Technology
1993 - 1995	Berkshire College of Art & Design BTEC National Diploma In Design & Print Studies
1989 - 1993	The Wye Valley School - 8 GCSEs Grade A - C 'including English, Maths and Science

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## PERSONAL DETAILS

- Sport – Play club football and golf
  - Travelled and worked in Australia, South East Asia
  - Full driving licence
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|----------------|-----------------|
| Date of Birth: | 11 January 1977 |
| Nationality:   | British         |