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John Goodwin

Web Designer / Front-End Developer

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PROFILE

I'm a successful Web Designer and Front-End Developer with over 8 years' experience in both commercial and freelance roles.

I design usable, standards-compliant, CSS and XHTML based websites, with a focus on the user experience (UX) and graphical user interface design (GUI). I have expertise in Photoshop, Illustrator, Fireworks, Dreamweaver and Flash. I also use JavaScript, JQuery, ActionScript, ASP and PHP. I have spent the last year working with the PHP-based Drupal Content Management System.

I have studied, and mastered, the ancient and mysterious art of Search Engine Optimisation, and Google loves what I do.

I have an enthusiasm for all things web, and enjoy working in a constantly-evolving industry. I lie awake at night trying to come up with the next Google, YouTube, Facebook or Flickr - I suspect I am not alone in this.

EXPERIENCE

Web Designer & Front-End Developer, Simonseeks.com, 2009 - Present

Responsible for design and all front-end development for this new business venture from the founder of Moneysupermarket.com, including Drupal Theming. Role includes user experience testing and analysis, persona development, performance testing and enhancements, and search engine optimisation. Creation of new features through wireframing, concept, development, user and unit testing and final delivery.

Web Designer, Portfolio Europe, 2008 - 2009

Responsible for full site builds, from concept designs to delivery. Working with clients from the automotive and motorcycle industry including BMW, Triumph, Yamaha, Audi, Toyota and Volkswagen. Deliveries include websites, promotional material and Flash presentations to support virtual automotive auctions for BMW and Volkswagen.

Web Designer / Web Editor, Cheshire Building Society, 2002 - 2008

Responsible for the higher-level design of the internal and external corporate websites and micro-sites, advising on design, usability and accessibility standards, management information analysis and improving the online user experience.

Freelance Graphic & New Media Designer, 2004 - Present

I have designed, built and maintained a number of websites on a freelance basis, from a 'boy's toys' ecommerce site to sites for commercial property developers, dentists and fine foods suppliers.

EDUCATION

Professional Qualifications

- CIW Certified Internet Webmaster (Site Designer)
- Dreamweaver Level 1, 2 & 3
- Fireworks Level 1, 2 & 3
- Flash Level 1 & 2
- HTML Level 1, 2 & 3
- Flash Level 1 & 2
- HTML Level 1, 2 & 3

1996-1998 South Cheshire College, Crewe, Cheshire
GNVQ Advanced (Level 3) in Business and Management
(Merit plus 6 additional units)

1987-1994 Wilmslow County High School, Wilmslow, Cheshire
9 GCSEs (3 Grade A, 3 Grade B, 2 Grade D, 1 Grade E)
2 A-Levels (Theatre Studies (D), General Studies (D))

PERSONAL INFORMATION

Date of Birth: 2nd December 1975

Marital Status: Married

Dependents: 1

I hold a clean Full UK Driving Licence. I gave up smoking over 3 years ago, and ran the 2007 London Marathon. I'm married, and a proud father to a young daughter.

INTERESTS

I enjoy entertaining at home, socialising, travelling (when time allows!), surfing and power kiting. I would like to become PADI qualified so I can enjoy the depths of the Red Sea.

I own a large gas barbeque in spite of the British weather.