

Michael Oxborrow

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Summary

I am a goal-focused, creative professional with an eye for detail and a combined experience in graphic design and web solutions. I have experience building web sites from conception through to coded, optimised & managed sites. I have wide ranging experience including:

• Technical support • CMS training & development • Client design brief • Writing, editing and debugging code for accessibility and usability

Experience

Freelance Web Developer

Air-IT

Nov 2010 to Jan 2011

- To support the sales process through providing technical advice and input to the scoping projects in order to ensure the projects are achievable, correctly priced and so as to ensure customer requirements are fully understood.
- To support the Marketing Manager in creating project specifications in order to ensure they are technically sound and meet customer requirements.
- To define information architecture on receipt of a project specification in order to plan the best approach to building the website.
- To design the website within the scope of the project and to create the best user experience in order to meet client specifications.
- To build the website within project specification ensuring it is future proof, search engine friendly, follows the latest Google good practice guide and complies with WC3 guidelines.
- To develop back end functionality of websites, as appropriate, in order to fully integrate with the front end design.

To conduct appropriate tests of all products before they are handed over to customers in order to ensure they are robust and meet project specifications.

Freelance Web Designer

Hillary's Blinds

August 2010

Production of effective and legally compliant creative collateral in the form of:

- Customer email
- Updating Content (Magento)
- Miscellaneous graphics e.g. Facebook ads
- Creative concepts
- Graphic Manipulation of textile photography

To conduct appropriate tests of all products before they are handed over to customers in order to ensure they are robust and meet project specifications.

Freelance Web Designer

Figleaves

Nov 2009 to Jan 2010

- Creative concepts
- Updating content on UK and US websites
- Closely follow briefs from the marketing department
- Designing and coding website internal pages and email campaigns

To conduct appropriate tests of all products before they are handed over to customers in order to ensure they are robust and meet project specifications.

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Creative Web Designer

Granite 5

Aug 2007 to Aug 2009

Duties and Responsibilities:

- Taking meetings with clients to develop a design brief
- Training clients in use of Content Management Systems (CMS)
- Coding/Debugging to W3C Standards based (X)HTML and CSS
- Designing HTML E-mail for mass mail campaigns
- Testing for cross-browser compatibility, usability, accessibility, SEO
- Managing domain setup, DNS, MySQL databases, MX Records & email accounts
- Assisting clients with email queries/setup using remote access
- Interpreting different browsers & industry standards and how they impact a website
- Understanding web design architecture, e.g. FTP and the server/client relationship
- Creating web & CMS design using Photoshop, Illustrator, Flash, & Dreamweaver
- Fielding telephone calls/e-mails and dealing with enquiries (technical, administrative and accounting)

Expertise

- Creating, updating and maintaining multiple web sites
- Web programming for accessibility
- Designing graphics, logos and animations for web sites and for print
- Collaboration with content providers
- Creating media rich content for websites
- Ensuring web site quality, performance and reliability
- Ability to work under pressure, and to consistently deliver projects on time
- Excellent communication skills and project management skills

Testimonial

We have known and worked with Michael over the past two years. He has been our Technical Support specialist and he lead on designing our main website and ecommerce shop including the CMS. We were sad to hear of his redundancy because he gave us excellent service and was always willing to go the extra mile to sort out our various difficulties and challenges at both the personal and technical level. You can see the fruits of his work for us at: www.screenreader.net and www.screenreader.co.uk

Much of our work tends to be rather specialist and Michael showed himself quick to learn and good at explaining web technology and design issues to us as his customers. A good rapport quickly developed between us and his advice proved to be trustworthy.

He will make an excellent team contribution.

Roger Wilson-Hinds, Director, Screenreader.net

Knowledge

(X)HTML, XML, CSS, Web 2.0, Flash, Javascript, Photoshop, Illustrator, Dreamweaver, MySQL, phpMyAdmin, FTP, CMS, Joomla!, Drupal, Magento, Google AdWords/Analytics/Adsense, GoLive!, Act!(Sage), Image Ready, After Effects, Internet Explorer, Firefox, Safari, Word, Excel, FrontPage, Windows 95/98/NT/XP/Vista/7, Mac OSX.

Education

9 GCSEs, 3 A-levels, Cert. Higher Ed.: Geology