

# Caitlin Rowley, Web interface developer

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## OBJECTIVE

To return outstanding project-relevant results, improving the status and reputation of my employer through the provision of excellent user website experiences based on standards-compliant, accessible code.

## SUMMARY

- Over 15 years' experience developing front-end website solutions using HTML/XHTML, CSS, JavaScript and other technologies as appropriate
- Experience in coding for the mobile web and familiar with techniques to create responsive sites. Committed to creating accessible, usable sites conforming to web standards and best practices
- Strong applied understanding of online brand and marketing, including writing for the web and SEO
- Creative skills and background (design, editorial, sound), which have proven valuable both in direct application and in working with designers and content providers.

## PROFESSIONAL EXPERIENCE

Contract work, interspersed with own projects & freelance work

August 2007-present

- **RemedySix (March-May 2012):** Sole interface developer working on the mobile version of QuoteLifeCover insurance's website. HTML, CSS, image optimisation and advice on mobile best practices.
- **LBi (September 2009-September 2010):** Work on Lloyds TSB online banking websites, including CSS skinning of Lloyds Commercial, Halifax Personal Banking and Bank of Scotland Personal and Commercial Banking sites. One of 3 Interface Developers working on the Lloyds mobile banking website, and sole ID for part of a mobile website project for Vodafone Turkey.
- **PricewaterhouseCoopers (Global firm) (May 2009, Berlin):** Preparatory work towards PwC's change to a new CMS.
- **Imperial College Business School (August-November 2008):** Work included migrating the School's many e-learning sites to a new look and feel and getting involved in an open-source project to include features the School required in a new tool they wanted to implement.

- **LBi (May-June 2008):** Worked on websites for Nuffield Health and Straumur Investment Bank (intranet).
- **Thames Valley University (May 2008):** External validator for the new MA New Media Art and Design course.
- **Clicked Creative (March 2008):** Worked on projects including a website for Rights People, a form for Toon Disney Scandinavia and an HTML email for Kiss 100 FM.
- **LBi (August-October 2007):** Worked on websites for Royal Bank of Scotland ("RBSMarketplace") and Straumur Investment Bank.

**December 2006-August 2007:** On sabbatical.

#### **PricewaterhouseCoopers (UK and Global firms)**

##### **Contractor, August 2005-December 2006**

- Assisted PwC web teams from around the world to migrate their sites to a new, more standards-compliant design and improve their working methods and code in the process;
- Project-managed a redevelopment of the web visual identity for the UK firm with a particular focus on accessibility and best practice;
- Worked with the Global Site Integrators to improve the quality of their sites, based on Webtrends statistics and hands-on analysis of the pages under consideration;
- Day-to-day content coding and posting for pwc.com/uk, using both hand-coded HTML/XHTML/ CSS/JavaScript and PwC's Lotus-Notes-based Content Management System;
- Developed microsite for the World Economic Forum in Davos (2006), including a custom-built DHTML calendar index to PwC's daily updates posted throughout the Forum;

#### **ADDITIONAL SELECTED RECENT FREELANCE WORK**

##### **t.artproductions.com - Developer**

New website for T· ArT Productions - adapted an existing WordPress theme to fit client's content requirements and budgetary restrictions. Created scalable logo based on a rough sketch by the client, developed official visual identity guidelines and advised on site architecture, writing for the web, and appropriate online marketing tools. Currently maintained by the client. 2012

##### **dragonet.com - Designer/developer**

New sites designed and developed in 2012 for Being Venice and Paper Giants: The birth of Cleo, including simple layout design, development in HTML/CSS and image selection and optimisation.

### **iwonaboesche.com - Designer/developer**

Promotional website for Polish violinist Iwona Boesche, including design, WordPress development (HTML/CSS/PHP), and training to help the client use the system. Currently maintained by client. 2011

### **OWN PROJECTS**

**caitlinrowley.com** - Hybrid PHP/WordPress site using HTML5 and CSS3. Currently being redesigned as a responsive, mobile-friendly site, using WordPress only.

### **EDUCATION**

**State of the Browser:** Attended London Web Standards' State of the Browser conferences in 2011 and 2012, to help keep current with the latest browser developments.

**Authority Rules:** Online conference on authority marketing. CopyBlogger Media, 2011

**Introduction to Mobile Web Best Practices:** World Wide Web Consortium online course, 2010.

**Graduate Diploma in Design:** University of Technology, Sydney, 2000-2005  
New Media focus, Distinction average.

**Bachelor of Music (with Honours):** University of Sydney, 1991-1995  
Composition major, with a minor study in Musicology.

**Advanced Certificate of Information Technology (incomplete):** University of Central Queensland (external), 1996

High Distinctions gained in both subjects completed - Programming 1A (C++ language) and Fundamentals of Computer Technology - Hardware.

### **SOFTWARE/CODING**

**Expert/Highly proficient in:**

HTML/XHTML - to HTML5

Cascading Style Sheets - to CSS3

Adobe Photoshop (CS4)

Coda IDE

**Experienced in:**

WordPress, PHP, Adobe Dreamweaver (CS4)

**Exposure to:**

JavaScript, Ajax, jQuery, Mootools

### **PERSONAL INTERESTS**

Classical composition and new music, Web standards, online marketing for the Arts, drawing, baking.

**References - on request**