

Robert Wills

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Profile

I'm a front end web developer with experience in both public and private sector. Used to working within tight deadlines and for a variety of clients, I have a keen eye for detail and enjoy challenging projects with plenty of variety. I pride myself on working in an organised, task oriented manner. I'm keen to explore new technologies and expand my skills in every new role.

Employment

June 2011 to January 2012 – Doco London (<http://www.docopeople.com/>)

Doco London (formerly Digital Outlook) is a digital agency with an audience specialisation of families and children.

HTML Developer

As HTML Developer at Digital Outlook I've worked on several projects for high profile clients including Disney, Dreamworks and NBC PictureBox. Working in a team of five front end developers, my specialism has been building sites to a responsive design pattern – sites which work seamlessly on desktop browsers, tablet devices such as the iPad and smartphones.

In addition to front end development, the role requires me to produce extensive deployment documentation for each project which includes detailed information on how to produce translated versions of each site.

Key elements: XHTML, HTML5, CSS3, jQuery, Mobile Web Development, SVN, JIRA bug tracking

July 2004 to March 2011 – Directgov (www.direct.gov.uk) (Cabinet Office)

Directgov is the UK government's digital service for people in England and Wales, providing a single point of access to public sector information and services.

Designer/Front-end Developer - Campaigns

Directgov Campaigns Team produces standalone campaign websites to commissions from departments across government, such as HMRC, Dept of Education, Defra and No10.

As lead designer/developer within the team, I have contributed to the build of more than 40 campaign destinations, which have driven over one million visitors a month to the main Directgov website.

My role in the campaigns team included:

- Initial scoping and regular liaison with departmental marketing teams to discuss overall requirements and KPIs
- Producing wireframes and scoping of the site layout to help understand the information architecture and customer journey
- Producing design mock-ups based on original brief and wireframe discussions
- Coding of W3C compliant websites using HTML, CSS and JavaScript
- Encoding of videos and other media
- Producing additional promotional assets (banners etc) for use on main Directgov website and websites in partnership with the main campaign activity
- Use of Google Analytics and Crazy Egg to analyse user interaction

News and homepage editor

Responsibilities included:

- selecting and maintaining content on the main website homepage via the content management system
- sourcing and sub-editing of news articles
- producing graphics and images commissioned by franchise teams for use across various sections of the site, as well as images for use on the digital TV and mobile channels
- writing new content for the site (sourcing news stories and responding to emergency news stories)

March 2004 to July 2004 - Content Editor, Department for Transport

September 2003 to February 2004 - Information & Website Co-ordinator, The Market Research Society (MRS)

June 2000 to August 2003 - Intranet and Knowledge Management Administrator / Editor, KPMG Consulting

Other work

- BIG Conference website - <http://www.bigconference.org/>
- Personal website - <http://www.robertwills.co.uk/>

Software, technology and skills

- **Applications:**
 - Dreamweaver (advanced)
 - Fireworks (advanced)
 - Photoshop (intermediate)
 - Flash (intermediate)
 - Microsoft Expression Web (intermediate)
- **Coding:**
 - XHTML (advanced – more than happy to code using NotePad!)
 - CSS (advanced)
 - jQuery deployment (intermediate)
 - JavaScript (basic to intermediate)
 - PHP (basic)
- **Web platforms / content management systems / databases:**
 - WordPress – database set up, installation and configuration on server, template manipulation, site build
 - MySQL database config (intermediate)
 - Stellent content management system
 - SVN / Subversion
- **Web analytics / customer insight**
 - Google Analytics (intermediate)
 - Crazy Egg (intermediate)
 - SpeedTrap (basic)

Education

1992 to 1997 - Bower Park Comprehensive School, Romford, Essex

References

Available on request