



CRAIG.WEST
FRONTEND DEVELOPER
craigkwest.com

Based in the New Forest.
 Working in Hampshire, Dorset, Berkshire,
 Surrey, Sussex, London.
frontend@craigkwest.com



PROFILE

Over the last 19 years I have evolved into a multidisciplinary front-end web developer with a track record of high quality work.

I'm lucky enough to have managed multiple projects for clients ranging from Start-ups and Agencies to Fortune 500 companies (Hewlett Packard, BP, Philips, Transport for London, Christie, Smiths News, The UAE UK Embassy, Berry Bros & Rudd & YO! Sushi).

Delivering 'on budget' and 'on time' to intensely tight deadlines and unexpected campaign developments, I have furthered many and varied projects and will hit the ground running - getting up to speed with teams and code bases fast...

learn more: [linkedin.com/in/craigkwest](https://www.linkedin.com/in/craigkwest)



SKILLS / TECH

Programming Languages: HTML5, CSS3 / SASS / LESS, JavaScript, PHP

Frameworks/Libraries: WordPress, Woocommerce, Zurb Foundation, Panini Handlebars (partials), Twitter Bootstrap, UIKit, Frontend Hybris (jsp, tag, vm, impex, acc + WCMS, HMC, HAC), jQuery, Npm (Node.js), Grunt, Gulp, Bower. *Light experience with React.js & AngularJS

Software: Atom (IDE), Adobe® CC, Eclipse for Java EE, IntelliJ IDEA, Sublime Text 2, GitHub Desktop, MAMP / MySQL, Tortoise SVN, Terminal

Other: Agile: SCRUM + Code Reviews, Git, Atlassian products: Jira / Stash / SourceTree / Confluence / Bitbucket / Trello, InVision, Figma, Axure, BugSnag, Sentry, TDD / BDD



EDUCATION

BA (Hons) Graphic Arts 1993 - 1995
 UNIVERSITY OF SOUTHAMPTON

Diploma in Graphic Design 1992 - 1993
 HERTFORDSHIRE UNIVERSITY

Diploma in Art & Design 1991 - 1992
 UNIVERSITY OF DERBY

EXPERIENCE

SENIOR WORDPRESS DEVELOPER / FRONTEND WEB DEVELOPER MAY 2018 - PRESENT
LOAN.co.uk – FinTech, Revolutionising Consumer Finance

PROJECT: As the Senior WordPress Developer / Front end Developer, I was responsible for the website build, Translating designs and wireframes into high quality output, Rich Media optimisation, SEO - Search Engine Optimisation and development along with furthering the user experience, quality, security and performance of the website. Covering the entire lifecycle end to end of the website build and the on-going development of the loan.co.uk website. Integrating with the cross-functional team, working to strict deadlines with attention to detail, understanding and prioritising workflows in an agile/scrum environment, adhering to project milestones and reporting directly to the Head of Delivery and CEO.

SKILLS / TECH: Utilising WordPress, Divi, Ninja Forms, HTML5, CSS3, Atom (IDE), Git Desktop (version control, QA Testing, Kanbanize (project management), Adobe® CC, Figma, Sentry (error tracking), UI/UX Responsive Development, Continuous Integration (CI) / Merging Code, TDD - Test Driven Development, BDD - Behaviour Driven Development.

Link: <http://bit.ly/2DEtOhN>

SENIOR WORDPRESS THEME DEVELOPER / FULL STACK FEB 2018 - APR 2018
FPWM – Wealth Management

PROJECT: WordPress Developer for FPWM Wealth Management. Responsive WordPress theme with features including Parallax effects, High Resolution, Video modals / Image modals, Embedded Web fonts. Cross-browser compatible: IE9, IE10, IE11, Firefox, Safari, Opera, Chrome, Edge, Compatible With: WPML, WooCommerce, WordPress 4.8.2 using the Foundation Framework. Building blocks, Drag and Drop visual editor (backend) for super easy usability, content editing and additions. Developed to agreed specs and designs for FPWM Wealth Management, via Green Tamborine Agency.

SKILLS / TECH: (CMS) WordPress, PHP programming and Plugins, HTML5, CSS3, SASS, GIT, JS, Foundation Framework (6.4.3), Atom (IDE), GitHub Desktop (version control), Local MAMP / MySQL Dev & clone to Live, Browser development tools / resolving issues, Test / QA Testing, Diagnose / troubleshooting, UI / UX Responsive Web Design (RWD), Embedded Web Fonts, Working from InVision prototypes, Adobe® InDesign, Adobe® Illustrator.

Dev Link: <http://bit.ly/2DG3unR>

SENIOR WOOCOMMERCE WORDPRESS DEVELOPER DEC 2017 - MAR 2018
PROATHLON – Personal training, St Paul's London

PROJECT: WooCommerce WordPress Developer for Proathlon Personal Training Gym. Responsive WordPress theme with features including Parallax effects, High Resolution, Video modals / Image modals, Embedded Web fonts. Cross-browser compatible: IE9, IE10, IE11, Firefox, Safari, Opera, Chrome, Edge, Compatible With: WPML, WooCommerce, WordPress 4.8.2 using the Foundation Framework. Building blocks, Drag and Drop visual editor (backend) for super easy usability, content editing and additions. Developed to agreed specs and designs for Proathlon, via Green Tamborine Agency.

SKILLS / TECH: (CMS) WordPress, PHP programming and Plugins, HTML5, CSS3, SASS, GIT, JS, Foundation Framework (6.4.3), Atom (IDE), GitHub Desktop (version control), Local MAMP / MySQL Dev & clone to Live, Browser development tools / resolving issues, Test / QA Testing, Diagnose / troubleshooting, UI / UX Responsive Web Design (RWD), Embedded Web Fonts, Working from InVision prototypes, Trello (project management), Adobe® InDesign, Adobe® Illustrator.

Dev Link: <http://bit.ly/2QlyfLy> - User: ShowMe | Pass: ShowMe

SENIOR WORDPRESS THEME DEVELOPER / FULL STACK SEP 2017 - OCT 2017
RWE SUPPLY & TRADING GMBH – Graduate Recruitment Events

PROJECT: Multi language (English & German) Event and Graduate recruitment website build. Responsive and Re-usable WordPress theme with features including Video, Parallax effects, High Resolution, Video modals / Image modals, Embedded Web fonts. As the principal developer, I was responsible for all aspects of the front and backend development, developing & covering the entire lifecycle of the website build. Working closely to collaborate with account managers and project managers, this project was delivered on time and on budget to a very tight deadline all as an agile sprint. Developed to agreed specs and designs for RWE Supply & Trading (RWEST), via Agency Interface & SUFU Marketing.

SKILLS / TECH: (CMS) WordPress, PHP programming and Plugins, HTML5, CSS3, SASS, GIT, JS, Foundation Framework (6.4.3), Atom (IDE), GitHub Desktop (version control), Local MAMP / MySQL Dev & clone to Live, QA Testing, UI / UX Responsive Web Design (RWD), Embedded Web Fonts, Working from InVision prototypes, Adobe® InDesign & Adobe® Illustrator.

Link: <http://bit.ly/2i86L5K>

SENIOR FRONT END UI DEVELOPER / FOUNDATION – HANDLEBARS iHUB – Hosted VOIP & SIP providers

JUL 2017 - DEC 2017

PROJECT: Web app framework for iHub's brand new B2B VoIP & SIP supplies portal. Implementing Zurb's Foundation (6.4.3) and Panini handlebars templating engine web technologies. Creating re-usable components in preparation for AngularJS and API integration. Tasked as the Principal Front-end User Interface Developer re-platforming to Foundation (6.4.3) enhancing integrity, spanning the initial lifecycle of the build. Integrating with the cross-functional team as a key player, working to strict deadlines with attention to detail, understanding and prioritising workflows in an agile/scrum environment, adhering to the projects milestones and reporting directly to the User Experience Director.

SKILLS / TECH: Foundation Framework (6.4.3), Panini handlebars (partials), HTML5, CSS3, SASS, Css Pre-processors, Atom (IDE), Git Desktop (version control, QA Testing, Diagnose / Debugging, Embedded Web Fonts, Jira, InVision, BugSnag (automated testing), UI/UX Responsive Development, Npm (Node.js) :: Grunt, Gulp and Bower, Continuous Integration (CI) / Merging Code, TDD - Test Driven Development, BDD - Behaviour Driven Development.

Link: <http://bit.ly/2TaasWp>

PRINCIPAL FULL STACK WORDPRESS DEVELOPER / UIKIT (v2.27.4) BUNN LEISURE SALES – UK Family Holidays and Beach Breaks

JUN 2017 - JUL 2017

PROJECT: Responsive and re-usable WordPress theme design & build, integrated with UIKit (v2.27.4) coupled with creating specific designs for eCommerce lister page and product detail pages for Bunn Leisure (Sales) to increase customer engagement via Blueprint Agency. Backend created with Building Blocks and Drag and Drop visual editor including Video, Parallax effects, High Resolution, Touch optimised Sliders, Video banners / sliders for super easy UIKit prototyping. Cross browser compatible Browsers: IE9, IE10, IE11, Firefox, Safari, Opera, Chrome, Edge. Utilising LESS, CSS3, HTML5 and jQuery web technologies enhancing integrity for a stable & light weight frontend.

SKILLS / TECH: (CMS) WordPress Open Source, Content Management System, PHP and Plugins, JSON, XML, HTML5, CSS3, UIKit (v2.27.4) Framework, JavaScript / jQuery, Adobe® Photoshop, Google Docs Project Management, Atom (IDE), GitHub Desktop (version control), Local MAMP / MySQL Dev & clone to Live, Video Galleries, Graphic Design, Creative design, Custom Galleries, UI/UX Responsive Design

Link: <http://bit.ly/2RZr6qB>

PRINCIPAL FULL STACK WORDPRESS DEVELOPER / BOOTSTRAP (v3.3.7) KDC – Engineering Services for Aerospace & Defence

MAY 2017 - JUN 2017

PROJECT: WordPress theme and Website, integrated with Twitter Bootstrap (v3.3.7). Creation of a Responsive and re-usable portfolio / blog theme created with backend Building Blocks and Drag and Drop visual editor including Video, Parallax effects, High Resolution, Touch optimised Sliders, Video banners / sliders for proficient super easy usability and client edits / content additions. Cross browser compatible Browsers: Firefox, Safari, Opera, Chrome, Edge. Utilising SASS, CSS3, HTML5, jQuery Google Fonts, SEO and Site Origin Page Builder web technologies. A follow-up Group Landing Page was subsequently built in Oct 2017.

SKILLS / TECH: (CMS) WordPress, Content Management System, PHP Framework and Plugins, JSON, XML, HTML5, CSS3, JavaScript / jQuery, Bootstrap (v3.3.7) Framework, Atom (IDE) • Git Desktop (version control), Local MAMP / MySQL Dev & clone to Live, Google Docs Project Management, Browser development tools / resolving issues, Test / QA Testing, Diagnose / Debugging, Adobe® Photoshop / Image Manipulation, Video Galleries, Graphic Design, Creative design, Custom Galleries, UI / UX Responsive Design.

Link: <http://bit.ly/2g8hVTS>

SENIOR FRONT END DEVELOPER / UIKIT (v2.27.4) PHILIPS – Health Care

MAR 2017 - APR 2017

PROJECT: UIKit (v2.27.4) informational Web App for Philips via Blueprint Agency developed to agreed specs and designs. Utilising LESS, CSS3, HTML5 - Intended for use on Tablet browsers: iOS & Android. The app was built to be a useful bedside tool for clinical staff utilising non-invasive therapy for their patient. Providing best practice guidelines in treating patients with a variety of respiratory conditions (such as: Chronic Heart Failure and Chronic Obstructive Pulmonary Disease), along with information on how to select and set-up appropriate equipment and adjust settings to provide successful therapy.

SKILLS / TECH: WordPress, PHP coding and Plugins, HTML5, CSS3, UIKit (v2.27.4) Framework, Atom (IDE) • GitHub Desktop, UI/UX Responsive Development, Browser development tools / resolving issues, Test / QA Testing, Diagnose / Debugging, Embedded Web Fonts, Working from PDF prototypes, Adobe® InDesign, Adobe® Photoshop, Google Docs Project Management, Website Wireframes, Creative design, Responsive Design.

Link: <http://bit.ly/2kMvT2P>



PRINCIPAL FULL STACK WORDPRESS DEVELOPER / ZURB FOUNDATION (6.4.3)
MONEYCHAP – Payday loans, Hire Purchasing & Investments: Uganda

JAN 2017 - MAR 2017

PROJECT: Responsive and Re-usable WordPress theme for MoneyChap Financial Services with features including Video, Parallax effects, High Resolution, Video modals / Image modals, jQuery Mobile Menu, Embedded Web fonts, Secure account section, WooCommerce and Memberships (implemented to increase customer engagement). Cross browser compatible: IE9, IE10, IE11, Firefox, Safari, Opera, Chrome, Edge, Compatible With: WPML, WooCommerce, WordPress 4.8.2 using the Foundation Framework. Building blocks with Drag & Drop visual editor. Developed to agreed specs for MoneyChap.

SKILLS / TECH: WordPress

PHP Framework and Plugins, JSON, XML, HTML5, CSS3, SASS, GIT, JS, Foundation Framework (6.4.3), Atom (IDE), GitHub Desktop (version control), UI/UX Responsive Web Design (RWD), Browser development tools / resolving issues, Test / QA Testing, Diagnose / troubleshooting, TDD - Test Driven Development, Embedded Web Fonts, Adobe® Photoshop / Image Manipulation, Adobe® InDesign, Adobe® Illustrator

Dev Link: <http://bit.ly/2kPIUc3> - User: ShowMe | Pass: ShowMe

SENIOR WORDPRESS DEVELOPER / BOOTSTRAP / FULL STACK
TWP – Counselling and Psychotherapy Consultant

SEP 2016 - DEC 2016

PROJECT: WordPress website (One Page Parallax, Ajax) - with additional Mobile friendly versions, Re-usable WordPress theme with Parallax effects, High Resolution, Touch optimised Sliders, jQuery Mobile Menu, Google Web fonts, Availability Calendar and One page scroll style, integrated with Twitter Bootstrap (v2.3.2). Responsible for the development across both projects, contributing to content strategy, Rich Media, SEO - Search Engine Optimisation and development of design patterns and standards. Spanning the full lifecycles of the design, specification and builds. As the Principal Full Stack WordPress Developer, I was responsible for all aspects of the design, front and backend development.

SKILLS / TECH: WordPress, PHP Framework and Plugins, HTML5, CSS3, SASS, GIT, JS, Bootstrap Framework (v2.3.2), Sublime Text 2, Atom (IDE), IntelliJ IDEA, UI / UX Responsive Web Design (RWD), Embedded Web Fonts.

Dev Link: <http://bit.ly/2J1fZK4> - User: ShowMe | Pass: ShowMe

SENIOR HYBRIS FRONT-END DEVELOPER / BOOTSTRAP (Hybris 5.7)
ARCO – Safety Experts

FEB 2016 - SEP 2016

PROJECT: HYBRIS 5.7, responsive web development. Utilising: Twitter Bootstrap (OOTB), custom elements, AA accessibility and W3C standards / best practices, while working 'shoulder-to-shoulder' alongside a very talented team of backend Java developers. I was the principle Front end Developer, responsible for all aspects of UI Front end web development. I had 'ground-up' input from wireframes, creating HTML5 Bootstrap prototypes, Re-templating Hybris 5.7 to Phase 1 handover. Working closely and collaborating with developers, designers, User Experience experts, external agencies and key business stakeholders, I integrated with and supported the cross-functional team as a key player working to strict deadlines with attention to detail. This project (via Conexus Ltd) was for Arco Ltd.

SKILLS / TECH: HYBRIS 5.7, UI Front end for Hybris Storefront (jsp, tag, vm, impex, acc + WCMS, HMC, HAC), HTML5, CSS3, LESS, GIT, JS, Bootstrap Framework (3.2.0), Atom (IDE), IntelliJ IDEA, SourceTree, Jira, Confluence, Axure, Adobe® CC, Npm (Node.js), Grunt, Stash, Bitbucket, Eclipse IDE, Browser development tools / resolving issues, Test / QA Testing, Diagnose / Debugging, Agile / Scrum / Code Reviews, Continuous Integration (CI) / Merging Code, TDD - Test Driven Development, Writing Documentation for non-technical users

Prototype Link: <http://bit.ly/2zV0nnq>

SENIOR FRONT-END UI DEVELOPER / WORDPRESS / BOOTSTRAP / *ANGULAR / *REACT
KEYTREE – SAP Partner, Information Technology

MAY 2015 - FEB 2016

PROJECTS: Front-end UI Developer, responsible for the frontend development across multiple WordPress, Bootstrap, *AngularJS & *ReactJS projects. Spanning part and full lifecycles of the design, specification and builds.

- **BP:** (Modern Muse) [Under NDA] Responsive Angular Web app (Front-end SCSS) Link: <http://bit.ly/21cbefx>,
- **TfL (Transport for London):** Responsive Angular Web app (Front-end SCSS), link: <http://bit.ly/21de57A>
- **Smiths News (SNapp):** Responsive Angular Web app (Front-end SCSS) link: <http://bit.ly/213fD5J>
- **Garner Haines:** Internal Responsive React.js Data Visualisation Web app (Front-end SCSS) [Under NDA]
- **Key Resource:** Responsive WordPress Recruitment Website (Front & Back End) link: <http://bit.ly/2z7dBQd>,
- **Keytree:** Responsive WordPress Company Website (Front & Back End) link: <http://bit.ly/2yiUkYO>.

SKILLS / TECH: WordPress, PHP Framework and Plugins, Bootstrap Framework, Foundation Framework, React.js (Front end), AngularJS (Front end), HTML5, CSS3, SASS, LESS, Jira, Sublime Text 2, Atom (IDE), IntelliJ IDEA, GitHub (version control), Tortoise SVN, Continuous Integration (CI) / Merging Code, Npm (Node.js), Grunt, Gulp and Bower.

* 'Light' experience with ReactJS & AngularJS



SENIOR FULL STACK WORDPRESS THEME DEVELOPER / FOUNDATION YO! SUSHI – Innovation Hub for 'YO! Company'

MAR 2015 - APR 2015

PROJECT: As the senior WordPress Developer, I was responsible for all aspects of the front & backend development. Developing & covering the entire lifecycle end to end of the website design & build. Creating the initial wireframes & theme through to final handover. Working closely & collaborating with account managers & project managers, developed to agreed specs & designs for YO! Company, via Folk digital agency this project was delivered on time & on budget to a very tight deadline all as an agile sprint.

SKILLS / TECH: WordPress, PHP coding & Plugin setup & configuration, HTML5, CSS3, Foundation Framework, JavaScript / jQuery, Adobe® Photoshop, Google Docs Project Management, Sublime Text, Git, Website Wireframes, SEO, Video Galleries, Graphic Design, Creative design, Custom Galleries, UI/UX Responsive Design.

Link: <http://bit.ly/2i9tgqY>

PRINCIPAL WOOCOMMERCE WORDPRESS DEVELOPER / FOUNDATION DATA PIGEON – Mobile Data App

JUL 2014 - FEB 2015

PROJECT: Responsive WordPress WooCommerce website. Responsible for end to end development. Creating ideas, wireframes & prototypes through to the graphic design & WordPress build to handover. Working closely + collaborating with key business stakeholders.

SKILLS / TECH: WordPress, PHP and Plugins, HTML5, CSS3, Foundation Framework, JavaScript / jQuery, Adobe® Photoshop, Graphic / Creative design, Google Docs, WooCommerce, HTML Emails (Design, Build & Integration), CardSave (WorldPay).

Link: <http://bit.ly/2yhCtE8>

LEAD HYBRIS FRONT END UI/UX DEVELOPER / BOOTSTRAP (Hybris 5.1) BERRY BROS. & RUDD – Wine Merchant to H.M.The Queen

APR 2014 - FEB 2015

PROJECT: Lead Front end UI Developer, tasked with leading the full frontend lifecycle end-to-end re-platforming to Hybris 5.1 + making Hybris 5.1 responsive. I was responsible for all aspects User Interface development. From wireframes, HTML prototypes & re-templating Hybris to handover. Required to work independently at times but mainly working closely & collaborating with Java developers, designers & external agencies. Commended for excellent communication skills conveying technical details to non-technical business users & key business stakeholders. I integrated with & supported the team as a key player working to strict deadlines with attention to detail, prioritising workflow, adhering to best practices / the project milestones.

SKILLS / TECH: HYBRIS 5.1, Responsive UI Front end for Hybris Storefront, Eclipse IDE for Java EE Developers, SourceTree (Git & Mercurial client), Continuous Integration (CI) / Merging Code, Agile / Scrum / Collaborate, Bitbucket (Atlassian Source Code Hosting), Writing Documentation for non-technical users, HTML5, CSS3, Foundation Framework, JavaScript / jQuery, Adobe® Photoshop, Graphic / Creative design, WorldPay Re-design / Templating.

Link: <http://bit.ly/2kOTyzy>

SENIOR FULL STACK WORDPRESS DEVELOPER / WORDPRESS / SSL, S2 MEMBERSHIPS

2013 - 2014

- THE UNITED ARAB EMIRATES EMBASSY IN LONDON – Secure Registration Event Site for the UK Graduate Fair
- DUBAI WORLDCUP - Secure Registration Event Site for 'The Long Weekend'

PROJECTS: Responsive WordPress (SSL) secure registration event site with video, parallax effects. Responsive jQuery Masonry, Web fonts and Google Maps. Cross-browser compatible for: IE8-IE11, Firefox, Safari, Opera, Chrome.

SKILLS / TECH: WordPress, PHP Framework & Plugins, Bootstrap Framework, HTML5, CSS3, jQuery, Adobe® Photoshop, S2 Member (Memberships), SSL Secure Certificate Integration, Conditional Logic Registration Forms, HTML Emails (Design, Build and Integration), OFT Creation for MS Outlook, PDF + Word Doc Creation and Integration, Adobe® Dreamweaver, Sublime Text, Graphic / Creative design.

PRINCIPAL WORDPRESS DEVELOPER

2010 - 2014

HEWLETT PACKARD - Multiple Sites / Microsites (50+)

PROJECTS: Multiple event websites and micro sites (50+). Including (SSL) secure registration event sites with features including Video galleries, Web fonts, Google Maps, Sliders, Video banners, Multi-lingual, Parallax effects, Payment gateways, eCommerce. For IE8, IE9, IE10, IE11, Firefox, Safari, Opera, Chrome, WooCommerce, WordPress 3.0 to 4.1 using the Twitter Bootstrap and Zurb Foundation Frameworks.

SKILLS / TECH: HTML5, CSS3, Bootstrap + Foundation, WordPress PHP coding and Plugins, JavaScript / jQuery, Adobe® Photoshop, Woocommerce (eCommerce), S2 Member (Memberships), SSL Secure Certificate Integration, Video download efficiency + compatibility, Conditional Logic Registration Forms, HTML Emails (Design, Build and Integration), Open Standards (W3C), PPT PowerPoint Presentation Creation, OFT Creation for MS Outlook, PDF + Word Doc Creation and Integration, Adobe® Dreamweaver, Graphic / Creative design.

