

Daniel L R Jeffrey

PERSONAL DETAILS

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NATIONALITY	British (London)

SKILL BACKGROUND

- Proven ability to rapidly gain an understanding of new organisations, environments, technologies and tasks
- Strong understanding of Web Project Management, MVC Architecture, Design Patterns, Critical Paths, Agile Development, Test-Driven-Development and other methodologies
- Primary focus on extensible Object-Oriented JavaScript development
- Knowledgeable background in HCI (Human Computer Interaction), Accessibility Standards & Guidelines (WAI, WCAG), GUI Development
- E-Commerce application development within B2C, B2B & C2C environments, PCI data security standards
- E-Marketing, SEO, Marketing Strategies

PRIMARY SKILLSET

- HTML/XHTML/DHTML, XML, XSLT, CSS
- JavaScript (ECMA / DOM / jQuery), AJAX, SOAP / REST Web Services
- Adobe Photoshop, Adobe Acrobat, Dreamweaver
- Linux (RedHat, Debian, Fedora), OS X, Windows NT, 2000, 2003, XP, Office 2000+
- SQL Server, PostgreSQL, MySQL + Other RDBMS's, Exchange, CVS/SVN, Perforce
- Java, PHP (Primary), ASP (Legacy), Visual Studio, Eclipse, C# (Basic)
- Apache 1.3/2.2+, IIS 5.0/5.1/6.0

PERSONAL PROFILE

Highly self-motivated person, dedicated to achieving the best possible results when completing any task allocated. Highly numerate with good administrative skills and an advanced level of development & general computer knowledge. Grasps new applications and work demands quickly with a constructive ability to think ahead, works very well under pressured circumstances with a proven ability in producing results on schedule through innovative problem solving. Highly articulate with exceptional communication skills with all levels of staff members. Proactive and flexible with the ability to integrate well in team environments.

EMPLOYMENT HISTORY

February 2009 – April 2009

GT London LTD (WPP Group) (Contract)

Location: London, UK

Role: Interface Developer

Tech: JavaScript (OO / jQuery), AJAX, X-HTML, CSS, Java, Struts 2, Freemarker, SVN

Contracted in to assist with the redevelopment / new build of one of GT's clients websites, focusing on JavaScript Client-Side and Front-End interface development. This site will be the new e-commerce platform for one of the world's largest hotel chains. Tasks involved:

- Debugging / continued development of the client-side mapping application and extensions developed with the Microsoft Virtual Earth API
- Development of Client-Side functionality utilising the jQuery library, including but not limited to the creation of custom jQuery extensions
- Plain Old Semantic HTML build's from supplied creative's conforming to valid web content accessibility guidelines
- Creation of complex user interfaces for a wide array of requirements
- Freemarker / Struts 2 template integration of both the Client-Side and Front-End mark-up
- Overall code cleanup / continuous re-factoring
- Time saving recommendations to help meet the approaching deadline without sacrificing quality of code

August 2008 – November 2008

Channel 4 Television Corporation (Contract)

Location: London, UK

Role: JavaScript Developer

Tech: JavaScript (OO / jQuery / YUI), AJAX, X-HTML, CSS, Java, JSP / JSTL, SVN

Contracted in to initially takeover and continue development of Channel 4's Kangaroo code-base, migrating later to Channel 4's 'New Concept' (channel4.com) project. Kangaroo required a Client-Side Ad Script solution to be developed in order to handle the platform's advertising requirements for interactive site and video adverts. This involved:

- Initial collaboration with the previous developer working on the project to handover in a quick and thorough manner
- Assessment of Kangaroo's key functional requirements and creative advertising specifications, noting which had and had not been completed so as to structure the best course of action to approach the task in hand
- Prototyping various methods / solutions to unique problems that arose, owing to questionable architectural choices during periods prior to my joining the project
- Adhering to a strict Test-Driven-Development cycle utilising the QUnit test suite
- Debugging of code through various means, including mocking areas of the SeeSaw / Kangaroo platform to accommodate for the incomplete and/or unstable server-side environment which was still in development

Within the New Concept team my involvement spanned across several key areas but was primarily focused on Front-End and Client-Side duties, involving:

- Familiarisation with a unique, recently developed 'MVC' approach to the Client-Side JavaScript code-base
 - Development of a proprietary administrative content management system to run alongside the existing TeamSite infrastructure within the company, utilising various UI frameworks
 - Continual refactoring of both existing and in-development code
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March 2008 – May 2008**BBC (Contract x2)**

Location: London, UK

Role: JavaScript / Client-Side Developer

Tech: HTML, X-HTML, CSS, JavaScript, AJAX, SSI, Ruby, Perforce, SVN

Contracted in to develop cross-browser compliant accessible X-HTML design(s) during the first placement within the BBC. This involved:

- Utilisation of Photoshop and Illustrator to slice and output optimised graphics for use in various X-HTML templates
- Cross-browser and accessibility testing of the finalised designs for completion

Placement two at the BBC involved optimising and debugging existing code developed across several teams, utilising legacy and current BBC client-side code, written using a multitude of languages including, but not limited to JavaScript, SSI (Logic) and Ruby. This involved:

- Working amongst several teams within the BBC's various departments under iterative SCRUM cycles
- Analysis of infrastructure to assess and recommend areas of improvement and solutions to problems within the existing code-base(s)
- Utilisation of Confluence, Fogbugz and the Perforce version control system

DEC 2007 – FEB 2008**Digitas Group (Publicis) (Contract)**

Location: London, UK

Role: JavaScript / UI Developer

Tech: HTML, X-HTML, CSS, JavaScript (jQuery/prototype), AJAX, ColdFusion

Contracted in for Web / JavaScript development to debug, optimise and develop new features from initial wireframe designs for the assigned project. After an initial review of the existing code, a full rewrite of the site was advised conforming to AA-WCAG compliant XHTML mark-up. This involved:

- Assessment of wireframes to build a working development model to match time restraints
- Analysis of the existing code base and site structure to delineate key areas of concern to focus on during redevelopment
- Re-write of all pages into XHTML AA accessibility compliant mark-up
- Successive implementation of the 'jQuery' JavaScript framework to reduce excess code overheads, including a full re-write of the existing JavaScript code into OO structured format
- Development of method extensions for third party service API's utilised within the website
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NOV 2007 – DEC 2007**AKQA (Contract)**

Location: London, UK

Role: Web Application Developer (JavaScript)

Tech: JavaScript, JSP, CSS, X-HTML, SVN

Contracted as a web application developer to assist in the development of a prototype online networking application for one of the largest online networking sites, utilising various third party API's including global and regional mapping systems. This required:

- Analysis of documentation on several new API's that were to be used in the creation of the application / tool
- Familiarisation of the system(s) / platform the tool would be integrated with
- Development of prototypes for testing within the production environment

OCTOBER 2007 – NOV 2007

Arcadia Group LTD (Contract)

Location: London, UK

Role: Web Developer (JavaScript/jQuery)

Tech: JavaScript, AJAX, CSS, XHTML, SVN

Contracted in for front-end JavaScript development utilising the jQuery JavaScript framework on several of Arcadia's retail brands. Arcadia's vast range of retail brands regularly require refreshment of their online websites in order to keep up with market trends. In preparation for the Christmas period the company were in need of a way of improving site usability on one of the brand websites. A second site required various DHTML solutions capable of providing the interactivity and style of Flash media. This required:

- Assessment of existing systems both in house and third party to prepare and adapt to the unique conditions of the development environment
- Pro-active research and investigation of the jQuery framework to assist in the prevention of application defects throughout the course of the development cycle
- Collaboration between in house and out sourced development teams, including remote development consultancy at IBM's Portsmouth HQ
- Accommodating for bespoke development methods not conforming to web development standards
- Extensive testing and debugging of newly developed code to locate and repair any conflicts within the existing infrastructure

OCTOBER 2006 – OCTOBER 2007 Independent Contract

Location: London, UK

Role: Lead Developer

Tech: HTML/DHTML, PHP, Java (WebObjects),
DNS, MySQL, Linux, JavaScript, AJAX,
Flash, XML/XLST, Photoshop

Redevelopment of a large ecommerce and online community site consisting of many thousands of users, the existing site served as an information platform offering a range of multimedia content, as well as an integrated retail & digital goods store developed on a Java WebObjects platform. Due to the age of the existing system many features available with more recent technologies were not present. My role was to refresh the image of the company & their community in order to bring it in line with competing online retailers & communities. This entailed:

- Assessment and documentation of the existing sites code-base noting weaknesses and areas of improvement for the planned redevelopment
 - Investigation of the technologies available for use during the development cycle and decisions on the best possible methods of use
 - Documentation of commercial, creative, technical and content requirements
 - Responsible for acquisition of contracts for graphical work and upgrading of redundant sites
 - Business Analysis on non working sites for B2B and C2C upgrades
 - Completed new layouts and implementation of my own design work keeping with in web standardisation.
 - Employed and supervised other graphical designers and brainstorming design ideas
 - Implementation of designs using concise techniques ensuring that this became a professional workable website
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MARCH 2006 - OCTOBER 2006**Premier Data Logistics**

Location: London, UK

Role: Application Developer, Administrator

Tech: Windows 2000, XP, SQL, ASP, IIS
HTML/DHTML, PHP, JavaScript
Java, XML/XLST

Employed to design and develop new professional web site for a 'data capture' and Events Management company. Designed software and art work to run at various events. Events included the Ski Show (Olympia), MPH, Ideal Homes Exhibition etc. Configuring of all computer hardware for company staff including VPN access, remote support and general problem solving. Worked long hours but was flexible and IT development-oriented. Designed and implemented software for marketing and PR strategy material. Met deadlines on time and was involved in creative work within the company. Systems network administration and implementation of adapted software for change of venues with all coverage on System Support.

- Administration of Windows Server, Workstation networks (XP, NT, 2000 & 2003)
- Setup & maintenance of VPN Access for remote clients
- Technology investigation, proactive learning and a self-starter
- Application Development conforming to development standards
- Desktop Support within a fast paced environment for company representatives covering on-site events
- Customer Liaison
- GUI Development and support – Internet/Intranet based sites
- Various Product Analysis, Support with IIS Expertise

JULY 2004 - MARCH 2006**Trackitdown LTD**

Location: London, UK

Role: Lead Developer

Tech: HTML/DHTML, CSS, XML, Smarty
JavaScript, SQL, PHP, OS X Server,
Photoshop, Dreamweaver

Trackitdown.net, an emerging 'digital' ecommerce music store, was looking to expand its newly formed affiliate network and to improve their existing infrastructure. Responsible for the ongoing development and evolution of the Trackitdown.net consumer website and the management of the internal IT systems. Responsibilities included:

- Assessment and confirmation of Trackitdown's technical strategy
- Conduct of a requirements audit to match and confirm existing internal systems to business needs
- Middle tier site planning, site development & integration into the Trackitdown affiliate systems
- Systems Administration covering both front & back-end (design and DBA)
- Search Engine Optimisation (SEO), targeted advertising / marketing campaigns
- Liaising with clients to determine integration and inter-operational requirements in order to then implement these accordingly
- Infrastructure maintenance and procurement of new equipment as required
- Technical evaluation of marketing plans
- Administration & development of system reporting tools relating to B2C & B2B site activity

Dan's technical guidance facilitated the transition of Trackitdown from internet start-up to a reputable digital content delivery store.

CAREER OBJECTIVE

To work full time in a stimulating and fast paced environment, that demands a high level of individual initiative and participation in a team environment. I strive for a career in which I can draw on my lively enthusiasm, natural creative ability and strong and varied client-focused experience to benefit an employer who rewards hard work and loyalty.

HOBBIES

In my spare time I enjoy winter sports such as snow boarding. I love experiencing new cultures and make the most of my holidays by visiting far off lands. My real passions in life outside of work are music production, rugby & snooker.

REFEREES

Available upon request

EDUCATION

Prior Park Boarding School

- Maths, Chemistry, Science x2 (double award), IT, CDT
- English Language, Literature
- R.E, Latin, Spanish