

John Philip Richardson

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A hybrid front-end developer/designer with over 20 years experience coding websites for blue chip companies such as Astra Zeneca, BAE, GSK, Prudential etc. in an agency environment, and designing and building websites for Small businesses and Start-ups.

Expertise

HTML 5, CSS3, HTML email development, responsive design, web design, SEO, Git, jQuery, UI design, Silverpop, ExactTarget, Campaign Monitor, WordPress, ActiveCampaign, Dreamweaver, Fireworks, Photoshop.

Employment

Mar '16 – Apr '18

Soul, London

HTML email developer / Front-end developer – contractor (2 renewals)

Coding responsive, dynamic html emails for Avios in Silverpop and coding responsive html email templates for Wightlink. Also involved in creating landing pages, producing an SEO audit and report, HTML5 banner ads. Managing company website within Wordpress and coding HTML emails for Soul and setting up automation within ActiveCampaign.

February 2016

Channel 5 (remote)

HTML email developer – contractor

Coded HTML signature for new design and branding. Tested on multiple email platforms using Email on Acid.

May '14– Dec '15

Tag Worldwide, London

HTML email developer – contractor (3 renewals)

Coded responsive html emails for Burberry in 12 different languages using ExactTarget to deploy the email campaigns, within an Agile environment and using Git for version control. Used Email on Acid and Litmus for testing emails.

April 2014

Whippet, London

HTML email developer – freelance

Coded HTML emails for Tesco Mobile.

January 2014

Yuka Cowe (remote)

Web designer / front-end developer – freelance

Designed and coded an HTML5 responsive WordPress custom theme.

Oct '13 – Dec '13

Kuato Studios (remote)

Front-end developer – contractor

Worked on a WordPress HTML5 site in 3 languages—English, Chinese Traditional and Chinese Simplified. Bug fixing, re-coded existing pages based on new designs, used jQuery for creating an interactive map and created a responsive version.

Jul '13 – Sep '13

Stockdale Martin (remote)

Front-end developer – contractor

Coded and updated ipad apps using HTML5 and jQuery for GSK.

June '13

LouLou Bridal (remote)

Web designer / front-end developer – freelance

Designed and coded a responsive html5/CSS3 custom themed WordPress site.

May '13

Stockdale Martin (remote)

Front-end developer – contractor

Coded an ipad app using HTML5 and jQuery for GSK.

Caremotive (remote)

UI designer – freelance

Produced visual styling for home page, dashboard screens, colour schemes, and icons for their client within the NHS.

- Apr '13 **Fincello Finance (remote)**
Web Designer / front-end developer – *freelance*
Designed and coded a responsive html5/CSS3 website.
- Oct '12 – Mar '13 **Tag Worldwide, London**
HTML email developer – *contractor*
Coded html emails for Burberry in 9 different languages and using ExactTarget for email campaigns. Managed project whilst Lead Front-end developer was away.
- Oct '12 **TMB Marketing, Dorking**
HTML email developer – *contractor*
Coded html emails for Fiat Group and used Campaign Monitor to send email campaigns.
- Sep '12 **Tag Worldwide, London**
Web designer / HTML email developer – *contractor*
Designed and coded html emails for the Times & Sunday Times.
- TMB Marketing, Dorking**
HTML email developer – *contractor*
Coded html emails for Fiat Group and used Campaign Monitor to send email campaigns.
- Aug '12 **Sunday Publishing, London**
Web designer / front-end developer – *contractor*
Rebranded CMS for Petplan.
- Tag Worldwide, London**
Web designer / HTML email developer – *contractor*
Designed and coded html emails for the Times & Sunday Times online.
- Jul '12 **Crimson Tide, Tunbridge Wells**
Web designer / front end developer – *contractor*
Designed and coded an app for mobiles and tablets in html5 and CSS3. Used CSS3 media queries to make the app responsive across various media.
- Jun '12 **Tag Worldwide, London**
Web designer / HTML email developer – *contractor*
Designed and coded html emails for Times and Sunday Times online.
- Oct '05 – Mar '12 **Workcircle (remote)**
Web designer / front end developer / SEO technician – *full time*
Designed, coded and updated multiple International recruitment websites. Responsible for the affiliate network and ensuring through SEO that Workcircle competed effectively against major (and considerably larger) competitors for long tail keywords.
- Jul '05 – Sep '05 **DataBarracks, London**
Web designer / front end developer / SEO technician – *full time*
Re-designed and coded the DataBarracks website. Optimised pages for search engines.
- Aug '03 – Jun '05 **Flag, Cambridge**
Web designer / web developer – *freelance*
Built websites for Woolworths graduate campaign, Agilent corporate responsibility report, Prudential corporate responsibility report and British Land. Designed visuals for National Grid Transco social & environmental report.
- VBN, Cambridge**
Web developer – *freelance*
Built websites for YMCA, VBN and O2C.
- Chartered Institute of Legal Executives (CILEx) (remote)**
Web developer – *freelance*

Coded e-learning CDs.

Sep '01 – Jul '03

Flag, Cambridge

Web developer – *full time*

Built websites for Astra Zeneca, Barclays, Ford, Agilent, Royal Sun Alliance, Amerada Hess, National Grid Transco, and Prudential.

Jul '98 – Aug '01

Flag, Cambridge

Web developer – *freelance*

Built websites for Nomura Interactive, Smythe Dorward Lambert, Lloyds TSB, Arthur Andersen, Vauxhall, BAE, KPMG, CLS, and Prudential.

E-Marketing Ltd, London

Web developer – *freelance*

Built websites for Flag Telecom, Manches, Witan investment Trust, Henderson Global Investors, Shell, Quadriga, and William Hill.

BP (remote)

Web developer – *freelance*

Updated BP intranet sites.

Access Art (remote)

Web developer – *freelance*

Built the Access Art website.

Cambridge University (remote)

Web developer – *freelance*

Built the University of Cambridge Challenge Fund website.

Apr '98 - Jun '98

iQ interactive, Cambridge

Web developer – *freelance*

Built websites for Nomura Interactive and Smythe Dorward Lambert.

Mar '97 - Apr '98

New Media Factory, Cambridge

Web developer – *full time*

Built websites for BT, BP, Honda Europe & Honda Germany, Homes Directories, Nomura Interactive, and Riskcare.

Oct '95 - Feb '97

Motiv Systems Ltd, Cambridge

Web developer – *contractor*

Contracted out to UUNET Pipex and Chameleon. Sites worked on: UUNET Pipex, Bank of England, Astra Zeneca, The Royal Society, and Ionica.

Oct '86 - Aug '89

Jaytee Biosciences, Herne Bay, Kent

Office clerk – *full time*

Office administration.

Education

1992 - 1996

Anglia Polytechnic University, Cambridge

BA (Hons) Degree in Business Economics – 2:2 with 1 year work experience

1989 - 1991

Canterbury College, Canterbury

B/TEC National Diploma in Business & Finance

1985 - 1986

B/EC General Diploma in Business Studies

1980 - 1985

Netherhall Secondary School, Canterbury

'O' levels and C.S.E. qualifications

Interests

Photography, Art and design, films, music, hiking, badminton, football.

Contact

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