

John Philip Richardson

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A hybrid front-end developer /email developer and designer with over 20 years experience coding websites and emails 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, CSS, SASS, HTML email development, responsive design, web design, SEO, Git, jQuery, UI design, Silverpop, ExactTarget, Campaign Monitor, WordPress, ActiveCampaign, Adobe Dreamweaver, Fireworks, Photoshop and XD.

Employment

April 2019 – June 2019

Front-end developer, contract at **Saga plc**

Worked on their Membership site on HTML/jquery/SASS front end components within a Bootstrap 4 based framework. Development server and process automation provided by node/Gulp stack before final integration into Sitecore CMS.

March 2019

Front-end developer, contract at **Superunion**

Redeveloped an online Annual report for a major financial services company – HTML5, CSS3.

December 2018 – February 2019

Front-end developer, contract at **Williams Lea Tag** (remote)

Developed a Brand website and template for subsequent Brand sites for a Global client – HTML5, CSS3, JQuery.

May 2018 – October 2018

Front-end developer, contract (1 renewal) at **Tilt**, Brighton

Worked on 2 projects for a major client. Worked on HTML/Javascript/SASS front end components within a Bootstrap 4 based framework. Development server and process automation was provided by node/Gulp stack and code was tested there, before final integration into a Laravel based CMS running locally using Docker.

March 2016 – May 2018

Email developer / Front-end developer, contract (2 renewals) at **Soul**, London

Developed 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.

May 2014 – December 2015

HTML Email developer, contract (3 renewals) at **Tag Worldwide**, London

Developed 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

HTML Email developer, freelance at **Whippet**, London

Developed HTML emails for Tesco Mobile.

January 2014

Web designer / front-end developer, freelance for **Yuka Cowe** (remote)

Designed and Developed an HTML5 responsive WordPress custom theme.

October 2013 – December 2013

Front-end developer, contract for **Kuato Studios** (remote)

Developed 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.

July 2013 – September 2013

Front-end developer, contract for **Stockdale Martin** (remote)
Developed and updated iPad apps using HTML5 and jQuery for GSK.

June 2013

Web designer / front-end developer, freelance for **LouLou Bridal** (remote)
Designed and developed a responsive html5/CSS3 custom themed WordPress site.

May 2013

Front-end developer, contract **Stockdale Martin** (remote)
Developed an iPad app using HTML5 and jQuery for GSK.

UI designer, freelance for **Caremotive** (remote)

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

April 2013

Web Designer / front-end developer, freelance for **Fincello Finance** (remote)
Designed and developed a responsive html5/CSS3 website.

October 2012 – March 2013

HTML Email developer, contract at **Tag Worldwide**, London
Developed html emails for Burberry in 9 different languages and using ExactTarget for email campaigns.
Managed project whilst Lead Front-end developer was away.

October 2012

HTML Email developer, contract at **TMB Marketing**, Dorking
Developed html emails for Fiat Group and used Campaign Monitor to send email campaigns.

September 2012

Web designer / HTML email developer, contract at **Tag Worldwide**, London
Designed and developed html emails for the Times & Sunday Times.

September 2012

HTML email developer, contract at **TMB Marketing**, Dorking
Developed html emails for Fiat Group and used Campaign Monitor to send email campaigns.

August 2012

Web designer / front-end developer, contract at **Sunday Publishing**, London
Rebranded CMS for Petplan.

Web designer / HTML email developer, contract at **Tag Worldwide**, London
Designed and developed html emails for the Times & Sunday Times online.

July 2012

Web designer / front end developer, contract at **Crimson Tide**, Tunbridge Wells
Designed and developed an app for mobiles and tablets in html5 and CSS3. Used CSS3 media queries to make the app responsive across various media.

June 2012

Web designer / HTML email developer, contract at **Tag Worldwide**, London
Designed and developed html emails for Times and Sunday Times online.

October 2005 – March 2012

Web designer/front end developer/SEO technician, permanent for **Workcircle** (remote)
Designed, developed 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.

July 2005 – September 2005

Web designer/front end developer/SEO technician, permanent for **DataBarracks**, London
Re-designed and developed the DataBarracks website. Optimised pages for search engines.

August 2003 – Jun 2005

Web designer/web developer, freelance for **Flag**, Cambridge

Developed 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.

Web developer, freelance for **VBN**, Cambridge

Developed websites for YMCA, VBN and O2C.

Web developer, freelance for **Chartered Institute of Legal Executives (CILEx)** (remote)

Developed e-learning CDs.

September 2001 – July 2003

Web developer, permanent at **Flag**, Cambridge

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

July 1998 – August 2001

Web developer, freelance for **Flag**, Cambridge

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

Web developer, freelance for **E-Marketing Ltd**, London

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

Web developer, freelance for **BP** (remote)

Updated BP intranet sites.

Web developer, freelance for **Access Art** (remote)

Developed the Access Art website.

Web developer, freelance for **Cambridge University** (remote)

Developed the University of Cambridge Challenge Fund website.

April 1998 – June 1998

Web developer, freelance for **iQ interactive**, Cambridge

Developed websites for Nomura Interactive and Smythe Dorward Lambert.

March 1997 – April 1998

Web developer, full time for **New Media Factory**, Cambridge

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

October 1995 – February 1997

Web developer, contract for **Motiv Systems Ltd**, Cambridge

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

October 1986 – August 1989

Office clerk, permanent at **Jaytee Biosciences**, Herne Bay, Kent

Office administration.

Education

1992 – 1996 Anglia Polytechnic University, Cambridge - BA (Hons) Degree in Business Economics – 2:2

1989 – 1991 Canterbury College, Canterbury - B/TEC National Diploma in Business & Finance

1985 – 1986 Canterbury College, Canterbury - B/EC General Diploma in Business Studies

1980 – 1985 Netherhall Secondary School, Cambridge - 'O' levels and C.S.E. qualifications

Interests

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