

Daniel Fone

dan@hammerheadrabbits.com
hammerheadrabbits.com

Skills

- Web Development – (X)HTML5, CSS3, jQuery, WordPress, ASP.NET, CodeIgniter, PHP, MySQL, JavaScript, GIT, SASS/LESS, HTML emails, responsive web development
- General Design – Photoshop
- Writing – For television, web and academia
- Project management – MA Digital Arts, exhibition organisation and TV production
- Wide ranging administrative and Customer Service skills
- Photography – both professional and personal

Employment History

Freelance and Contracting Web Developer

Jan 12 - Present

A broad variety of contracts with private companies and advertising agencies taking in –

- Building the front end for ipscience.thomsonreuters.com using WordPress, Bootstrap, SASS and jQuery. Also building responsive emails and templates to be sent out in Eloqua
- Building a more brand focused website for Conran Design Group - conrandesigngroup.com
- Working as Lead Developer building the UK website for Fortune 500 property company CBRE. I then worked in their EMEA office as part of a small team maintaining close to 50 websites, 7 intranets and several hundred extranets and building a reporting system using the Google Core Reporting API
- Building a responsive demo brandbook for Nokia featuring moving menus and page transitions
- Building 12 websites for Hitachi, adhering to the corporation's strict brand guidelines
- Using Bootstrap to build responsive websites and admin applications for The Lead Channel and Sola Software

Web Developer, Mediaforce Group

May 10 – Dec 11

- The sole web developer for a corporate group with an annual turnover of over 100 million pounds
- Building a website and bespoke back end user reporting system in CodeIgniter for market leading door drop providers The Leaflet Company - leafletcompany.co.uk
- Building and maintaining websites for advertising agency WJP Floyd - wjpfloyd.co.uk
- With WJP Floyd I worked on sites or campaigns for organisations including Cubic, Argos, Shelter, Richmond Fellowship, Ashwood Associates, Action for Blind People, One Housing Group, different NHS PCTs, Ssafo Care and Combat Stress
- Using ASP.NET to develop and manage several recruitment based sites featuring admin areas, job indexing and application systems – cubic-careers.co.uk, ashwood.co.uk, richmondfellowship.org.uk
- Designing and writing HTML emails for various different charity recruitment campaigns
- Using Tortoise SVN to keep all websites under version control
- Maintaining sites for other companies in the group including regular and ad hoc database updates, making image galleries or showcasing presentations
- I became unofficial photographer for the group, taking pictures for websites and presentations

Freelance Web Developer

Nov 05 – Apr 10

- Building websites for media companies, solicitors, artists, therapists, comedians and art galleries
- WordPress theme design and site construction for many different websites including – makecollective.org.uk, simon-ball.com, house-gallery.co.uk, matthewgdale.com
- Development for a design house to make an ASP.NET e-learning site for a management training company featuring admin user management and test results reporting functionality – sst-online.co.uk
- Designing and developing a Flash website for media company Purple Flame to showcase their ten year history of video production – purpleflame.com
- Links to my portfolio can be found on my website - hammerheadrabbits.com

Design Consultant, Mr Kirkland

Nov 04 – Jun 05

- Designing websites and flyers for web development business, Mr Kirkland
- Working up visuals for Mr Kirkland's in house accounting system
- Using Quark Xpress to layout special offers on the back of till receipts
- Undertaking photographic projects taking photographs of local businesses and musicians

Other Employment

- **Researcher, Broadcasting and Creative Industries Disability Network** - Investigating any feedback or research into end users' perspectives on subtitling, sign language translation and audio description
- **Researcher, ITV Carlton City Survival Guide** - Producing and directing two 90-second public advice items a week for broadcast on ITV1
- **Junior Development Researcher, BBC FictionLab** - Producing detailed research supporting a team in a department developing new media and emerging television platforms
- Administrative and customer service posts

Education

University of Arts London, Camberwell College of Arts

Sep 07 – Jul 09

MA Digital Arts - Distinction

University of Derby

Sep 96 - Jun 99

BA (hons) Fine Art - 2.2

City of Bath College

Sep 95 - Jun 96

Art Foundation Course – Pass

Beechen Cliff School, Bath

Jan 92 - Jun 95

A levels - Art and English Literature

GCSE A-C grades - Art, English Literature, English Language, Maths, History, Politics

References

Available on Request