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Introduction

My experience with the web has evolved in parallel with its technologies since the formative years of the early 1990s. Because of this, the depth of my understanding of its fundamentals and applications is considerable and long-standing.

I regard myself as a true designer/developer - equally competent working at the front-end or back-end of any web project. I pair an eye for effective visual design, executed with concise, semantic markup, with the ability to scope and develop dynamic web-based applications, employing logical and structured programming methodologies.

Beyond the technology, interpersonal communication has always been one of my greatest strengths. I consider myself to be a confident and able communicator with both colleagues and clients, throughout the lifecycle of any project.

I am not hesitant to be direct with my contributions to planning, design or execution, and can confidently make judgements on which technologies are applicable to specific requirements.

Whether working as part of a team within high-calibre digital agencies, or continuing an extensive freelance career, I strive to provide clients with solutions and services that deliver a high level of technical expertise with an outgoing, personable approach.

Key Skills

Design and development for online and mobile platforms, incorporating:

- W3C standards-compliant websites using XHTML, HTML5, CSS, and JavaScript.
- Rich Internet Applications, incorporating Ext JS and PHP.
- Advanced Web 2.0 and AJAX functionality using jQuery.
- Integration with MySQL and Microsoft SQL databases.
- Web-based content management systems, based on the WordPress CMS.
- Online stores based on the Shopify and Magento e-commerce platforms.
- Mobile applications for iPhone and iPad platforms, both native (using Appcelerator Titanium) and web-based (Sencha Touch).
- RESTful API services, payment gateway integration, JSON and XML data services.

Skill Ratings

The following chart illustrates my level of skill, expertise and experience with specific platforms and technologies:

XHTML / HTML5 / CSS	10
WordPress / Theme Design / Plugin Development	10
PHP	9
JavaScript / AJAX / jQuery	9
E-commerce solutions using Shopify and Magento	8
MySQL	7
Ext JS	5
Web-based Mobile Applications	5
Native Mobile Applications	4
Server Administration (Linux) / LAMP Installation / SSH / cPanel	3

Education

February 1999 - June 2003 **Bachelor of Communication Studies (BCS)**
Auckland University of Technology
Multimedia Major

While the BCS degree further developed my core multimedia skills, I also gained invaluable knowledge of the concepts and workings of the global media, mass communication and interpersonal communication.

For my final year project I developed an interactive multimedia kiosk for student work to be displayed in the foyer of the school's main building. Built with Macromedia Director and containing several thousand lines of Lingo code, it enabled staff to simply drop student projects into a folder on the host PC, and the system would detect the format (be it HTML, executable, video, Flash etc) and display the project accordingly.

The project received the highest grade awarded in that year.

Employment

April 2011 - August 2011 **Responsys / Sydney Airport**
www.sydneyairport.com.au
Senior Front-End Developer (Contract)

My most significant team project to date, this .NET/Sitecore-based site involved six months of development, more than eight developers, and thousands of lines of HTML, CSS and Javascript.

With front-end development already two months underway upon my joining, I quickly moved to standardise the structure of the site, implementing a 960.gs grid-based layout, and lead the front-end team up until the site's launch at the end of August.

July 2010 – March 2011 **Various Clients**
Freelance Developer

For the remainder of the year I contracted to a number of notable Melbourne digital agencies -

including Tundra (tundra.com.au), Dogma (dogma.com.au) and Shortfuse (shortfuse.com.au) - to build high-profile, large-traffic sites for clients such as Michels' Patisserie, SnapAV, Shock Entertainment and the Melbourne Racing Club. Each with their own significant technical requirements, these sites proved to be some of my most challenging and successful projects to date.

January 2010 – June 2010

James Buyer Advocates

www.jamesbuyeradvocates.com.au

Developer

James Buyer Advocates' three websites, based on WordPress and an extensive custom-CMS, kept me busy developing WordPress plugins, jQuery-based AJAX upgrades to existing functionality, and mobile-specific web applications for the duration of a six-month contract.

March 2009 -
December 2009

Mod Media

www.modmedia.com.au

Designer/Developer

I brought a variety of custom web solutions to this boutique Melbourne agency. Primarily designing and developing a number of WordPress-based sites for clients, I also built several online shopping sites using the Shopify e-commerce platform, integrating them with a variety of third party systems (Mailchimp, Australia Post eParcel) using webhooks. My final project was integrating XSilva's Lightspeed POS software with a web-based PHP/MySQL online store.

May 2008 - February 2009

Touchpoint

www.touchpoint.co.nz

Senior Front-End Developer

A shift away from my development background, at Touchpoint I created pixel-perfect web sites from agency-supplied designs and integrated them with Touchpoint's Interactive Marketing Platform. During my time at Touchpoint I worked on projects for a variety of major clients, including Nike, ASB Bank, Firestone, Yellow Pages, Pernod Ricard, Meridian Energy and more.

July 2007 - May 2008

Clyne Management

www.clynemodels.com

Designer/Developer

My primary role at Clyne was redeveloping the agency's outdated website, which until then had been a flat site consisting of hundreds of static HTML pages. I recreated it with a slick modern interface complemented by Web 2.0 features, and powered by a comprehensive PHP/MySQL-based CMS.

January 2005 - May 2007

Tonic Creative Communications

www.tonic.co.nz

Designer/Developer

As Tonic's in-house web developer, I created custom solutions for a number of high-end clients in the real estate and property development sectors, including Fletcher Residential, Conrad Developments, LJ Hooker and more.

September 2003 -
December 2004

iSite Interactive

www.isite.co.nz

Front-End Designer

As the lead designer at this small start-up web firm, I was allowed a considerable degree of creative control over projects. During my time at iSite I designed several key sites for the Auckland University of Technology, including an online shopping portal.

July 2002 – Present

Schmoove Interactive

www.schmoove.co.nz

Freelance Designer/Developer

Schmoove is my long-standing freelance entity. While clients in the past have been smaller, selective projects, notably for the music and entertainment industries, my focus has moved towards developing custom web applications and online solutions for larger companies. For several years Schmoove also provided web hosting services and support.

(continued)

May 2001 - July 2002

Aquent

www.aquent.com

Freelance Web Designer/Developer

"Ryan draws on years of experience in the web industry, blending comprehensive knowledge of a range of web technologies with firm design sensibilities. For this reason clients ask for him to return: he is power packed with skills, solutions, and client service mentality. Ryan offers complete end-to-end solutions for web sites and multimedia products. From concept, design and layout to web standards-compliant HTML and CSS coding; JavaScript, PHP and ColdFusion functionality; MySQL and SQL Server database integration."

- Aquent.com profile

March 1998 -
November 1999

Clearview Communications (now TelstraClear)

www.clearview.co.nz

Designer/Developer

As the youngest member of the Clearview team, I made a significant contribution to some of their largest projects - leading the development on the first incarnation of Telecom New Zealand's online presence; building an online store for Bennetts Bookstores; designing the user interface for the Royal New Zealand Navy intranet, and a various of ColdFusion-based projects.

Portfolio

For a detailed portfolio of work, please visit:

www.schmoove.co.nz