BEN WALKER

PERSONAL DETAILS

Visa valid until	:	02/2019	**Mobile**	:	07462 738974
Nationality	:	New Zealand	**Portfolio**	:	http://benwalkereightytwo.com
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EDUCATION & QUALIFICATIONS

Jul 2009 – May 2010 Diploma of Digital Media - Media Design School, Auckland

2002 – Studied first year Bachelor of Arts at the University of Canterbury

2000 – B Bursary (University Entrance)

PROFILE

Digital Designer / Front End Developer with over 5 year's commercial experience with a passion for design, who enjoys working on jobs from end to end. Experience includes working as both a Front End Developer and a Digital Designer. Has worked with a variety of clients in multiple industry sectors, which has included working in house for agencies and freelancing in own time, including Retail, Telecommunications, Print Media, the Music Industry and Advertising. Core skills include Web Design, HTML5, CSS3, jQuery, and WordPress PHP.

Strongly motivated by challenge and committed to exceeding client requirements. Has a very competitive skill set, is committed to a high level of professionalism which has resulted in working over and above the normal responsibilities and aims to ensure a high level of attention to detail which has resulted in ongoing quality work. These attitudes have been nothing but positive with previous employers indicating they would always re-employ.

Excellent communication skills proven through effectively working with people from both technical and non-technical backgrounds. Motivated by creating and bringing designs to life.

TECHNICAL SKILL SUMMARY:

Operating systems:	Windows XP, Vista, 2007, Mac OS X Snow Leopard, Lion, Mavericks.
Languages:	HTML, XHTML, HTML5, CSS, CCS3, SASS, jQuery, Wordpress PHP, Javascript.
Frameworks / Libraries:	WordPress, jQuery, jQuery Mobile, 960 Grid System, HTML5 Boilerplate, Modernizr, Greensock JS, Bones, Foundation.
Databases:	MySQL.
Software/Desktop:	Adobe Dreamweaver CS6, Adobe Illustrator CS6, Adobe Photoshop CS6, Flash CS5, MySQL, Microsoft Office, Adobe Creative Suite, Microsoft Visual Studio, SVN, GIT, InVision, Sketch.
Project experience:	UI development, Touchscreen Kiosks, ActionScript 3 Flash websites, Facebook applications, responsive design, WordPress theme, UX Design, Web Design, Art Direction, E-Commerce, Magento.
Soft Skills:	Client Facing, Project Management, Client website training, Sales, Business Skills, Problem Solving, Time Management.

REFERENCES AVAILABLE ON REQUEST; RECOMMENDATIONS AVAILABLE VIA LINKEDIN

EMPLOYMENT HISTORY

Dec 2014 – Jun 2015   **Forward Partners, London, UK**

Forward Partners is a venture capitalist company investing into idea stage and post launch digital startups. They are a forward thinking organisation with a strong portfolio of growing digital companies.

Contracted as a **Digital Designer** to help with the companies portfolio of in-house start ups, working on numerous projects involving front end code and covering some design responsibilities.

Responsibilities:
- To build and execute the required front end coding of web-sites, apps and responsive emails, using HTML5, CSS3/SASS, jQuery.
- Working and collaborating with another developer, designers, a product manager and the start up CEO's to plan any required work moving forward.
- To cover any over flow of design work needed.

A website project that I worked on is as follows:

1. **How Much To Register a Trademark?**

My job here was to work from a design to produce the web app "How Much to Register a Trademark", working with the CTO of Lexoo I built the HTML5 and CSS3 responsive framework and also executed any of the jQuery animation needed in the project. The product has just been launched to "Product Hunt" where it is gaining good traction.

http://www.howmuchtotrademark.com/

Technical snapshot:
HTML5, XHTML, HAML, CSS, CSS3 SASS/SCSS, jQuery, Photoshop CC, Illustrator CC, Responsive Design, GIT, Foundation, Greensock JS, Sketch.

Aug 2014 – Oct 2014   **ILN, London, UK**

Illustrated London News is a medium size digital and publishing agency, working with high end luxury brands such as Aston Martin, Maille Mustard and Raffles Hotels.

Contracted as a **Digital Designer** to help with with an overflow of work, mainly to help with the re-design of the French brand Maille Mustard's website and any other additional work that needed to be covered.

Responsibilities:
- To continue the re-design for Maille Mustard, following their brand guidelines and continuing the design roll out.
- Working with the other senior digital designer on the project to come up with the best solutions to the clients feed back.
- Picking up the overflow of the Maille retainer work such as numerous page web page designs for their current web site.
- Any other digital design work that was needed from page updates to image treatments for some of ILN's other clients, such as Raffles Hotels and English Heritage Magazine.

A website project that I worked on is as follows:

1. **La Maison Maille**

My job here was to pick up the over-flow of work created by ILN having to do a complete redesign of the Maille website, I worked closely with the other senior digital designer following brand guidelines and coming up with solutions from constant client feedback. The site is to have a large customized e-commerce component which also needed to be designed with a responsive framework in mind. As well as this I also picked up work for any updates needed to their current website, such as new blog post designs and any banners needed.

http://maille.co.uk

Technical snapshot:
InVision, Photoshop CS6, Illustrator CS6, Responsive Design.

July 2014 – August 2014   **Which, London, UK**

The largest consumer group in the Uk, Which in known for testing household products and making positive changes on important consumer issues.

Contracted as a **Front End Developer,** employed to create numerous static HTML pages for their Switch Energy web site to be then passed over and integrated by a third party, "Energy Linx".

Responsibilities:
- To build and execute the required HTML pages for Which? Switch, using HTML5, CSS3, jQuery.
- Make sure the site is accessible to screen readers (tabbable).
- Execute the best way of displaying the data using responsive CSS methods.
- Liaise with the Developer at Energy Linx based in Spain to make sure he had all files in the correct format for him to integrate into Energy Linx.

A website project that I worked on is as follows:

1. **Which? Switch Energy Site**

My initial job here was to create numerous static web pages that were then to be handed over to a third party, "Energy Linx" who were then to integrate their pages into their platform. Quickly it turned into myself having to create a full working responsive site to then hand over what was then integrated into Energy Linx. The project offered up some challenges, having to communicate with another developer in Spain and also have to modify some initial Which? code to make the site more accessible to screen readers.

http://energylinx.co.uk/energy/which-wip/

Technical snapshot:
HTML5, XHTML, CSS, CSS3, jQuery, Photoshop CS6, Illustrator CS6, Modernizr, Responsive Design, GIT

June 2014 – July 2014   **Qubit Products, London, UK**

A leading start up tech company based in Soho, London. Qubit delivers a powerful digital platform to offer solutions and applications for some of the largest e-commerce brands in the UK and the World.

Contracted as a **Senior Digital Designer** employed to design and build 3 demo websites for their sales team. Three e-commerce based sites were needed over Retail, Finance and Travel to showcase how Qubits digital platform perfroms to potential new clients. Worked in house liasing with the Creative Director based in New York, via daily Google chats.

Responsibilities:
- To design and execute the required demo sites/sales tools.
- To investigate the fastest and most effective way to create the required demo sites.
- Design of all demo site collateral as well as translating it in to three languages.
- Sourcing of any stock images required.
- Sourcing of any copy required.
- Liaise with the Creative Director based in New York, to make sure he was kept aware of the projects status.

The website project that I worked on is as follows:

1. **Qubit Products Demo Sites**

My job here was to build a Retail (Woman's Fashion), Insurance style and Travel style E-commerce sites. I had to research the best way to do this is the required time and execute the project. I executed the Woman's fashion site using the Magento platform with a ready made theme that I re-styled and then created all the sales collateral for, as well as sourcing all the fashion photography from a streetwear brand in New Zealand. I also has to translate the site across three languages, English, French and German.

http://qubitdemostore.mygostore.co.uk/

For the Insurance style site I designed and the built the site using HTML5, CSS3 and jQuery, I also incorporated and responsive framework in to it. I also had to source stock imagery to suit the tone and come up with suitable copy that would work for the demo.

http://finance-demo.qubitproducts.com/

Again with Travel style demo I used the Magento plat-from and customized a theme to give it more of a travel feel, I had to design and translate the collateral in to UK and US spelling and currencies.

http://travel2-demo.qubitproducts.com/

Technical snapshot:
HTML5, XHTML, CSS, CSS3, jQuery, Magento, Photoshop CS5, Illustrator CS5, Modernizr, Responsive Design.

Oct 2013 – Apr 2014   **Somo Creative, Christchurch, NZ**

Publishing agency based in Christchurch, NZ, Somo offer graphic design and web solutions for small to medium sized clients, based in New Zealand. They also publish the cities most well known "whats hot" guide, "Cityscape".

Contracted as a **Senior Digital Designer / Front End Developer** on freelance basis to manage all current websites (around 100 current sites) and to also design and build any new web projects. Worked alone often liaising with an offsite freelance technical developer who worked from home.

Responsibilities:
- Web Development – built over four complete sites and was responsible for maintenance of over 100 of Somo Creative's client based sites.
- End to end build of websites, using HTML5, CSS3, jQuery and WordPress.
- Web Design – designed over four complete sites and was also responsible for any ongoing design changes to Somo Creative's client based sites.
- Design and art direction of websites using Photoshop and Illustrator CS5.

- Design of easy to use, generic WordPress themes for future use at Somo Creative, using Photoshop and Illustrator CS5.
- Project Management – client facing work, advising clients of the best digital solutions, quoting and scooping jobs for myself to work on.
- Management of clients web hosting and clients DNS hosting – this involved the setting up up of web hosting mainly through Host Gator, managing bandwidth and disk space. There was also the need to set up Domain name hosting using the clients host of choice, and managing this to work with Somo's web hosting.
- Client website training, this involved on site meeting with clients, briefing and showing them how to use and update their new website.

Two of the website projects that I worked on are as follows:

- **www.destination-nz.com/**

My job here was to come up with a fresh new look for the one of the largest tourism sites in New Zealand. The site needed to be built using a responsive framework in HTML5 and CSS3, and also have a current magazine style layout. I art directed and designed the project to the brief taking into account the layout requested and also the fact that it need to work on mobile devices. It was designed using Photoshop and Illustrator CS5 and also worked and managed the lead technical developer through numerous changes in both UI and UX. The new look gave the site a current look through implantation of up to date design trends.

- **http://www.somocreative.co.nz**

The CEO wanted an up to date exciting new look for the company site to display their work and also to be responsive for use on mobile devices. I was responsible for designing the new look, which they did not want to move too far from the original and also building the
site end to end in WordPress for ease of editing by other staff members. I built the site using a responsive HTML5 and CSS3 framework. I added isotope js to implement a new and more user friendly way to display their portfolio work, I also changed the UX of the mobile menu for easier navigation through the site.

Achievements:
- Designed and co-ordinated the DestinationNZ, which has been one of my biggest jobs to date, I worked above my job role; art directed and managed the project taking stress off of the CEO. This also meant strengthening the brand through a new strong visual look and giving better access to information to users through better site navigation and UX, in turn expanding the reach of DestinationNZ to more users. I worked over and above my usual responsibilities as a digital designer but still managed to stay on top of my daily responsibilities required as a designer/developer.
- I designed and developed the new somocreative.co.nz site which meant allowing them to promote their services with a new and fresh look. This resulted in Somo Creative being able to grow their client list by two to three new clients at the time of my leaving.

Technical snapshot:
HTML5, XHTML, CSS, CSS3, SASS, jQuery, PHP, WordPress, Photoshop CS5, Illustrator CS5, Bones WP, Modernizr, Responsive Design. Web host management, DNS management.

Aug 2010 – Sep 2013   **Born Digital, Auckland, NZ**

The Born Digital company designs and develops websites, SaaS applications, touch screens, mobile apps, and content management solutions. Born Digital has developed work for some of Australasia's biggest brands, including Vodafone, Microsoft, Air New Zealand and Hyundai.

Employed as **Technical Front-End Web Developer**, to maintain existing sites as well as develop new projects for clients. Responsible for researching new techniques, mainly HTML5 and CSS3 alternatives to flash as most projects needed to work on both desktop and mobile devices. Worked as part of a team of 9 designers, developers and project managers.

Responsibilities:
- Take designs from static pages to complete live websites. Quote jobs and make sure job is completed within allocated timeframe.
- Develop functionality where HTML5 / JQuery / Javascript / CSS3 is needed.
- Front end site maintenance of all Born Digitals web-sites.
- Animation of Flash Banners.
- Mobile site development, competent with JQuery Mobile and responsive CSS.
- EDM work, competent with MailChimp and Campaign Monitor.
- Competent with WordPress and development of PHP sites using the WordPress content management system.
- Development and involved in the UX of websites.
- Front-end animation using the Greensock JS library.

Two of the website projects that I worked on are as follows:

- **www.nz.allpressespresso.com/**

Allpress previously had a Flash web site designed and built by Born, but with the explosion of smart phones they needed it to be responsive and smart phone friendly. I recreated an exact copy of the site in HTML5 and CSS3 that was also responsive and had the same flash like animation of the previous site using jQuery. The site was then integrated into content management system by a backend developer along with its online buying framework. This was also worldwide launch.

- **www.apn.co.nz**

One of New Zealand's largest media companies had Born redesign their new site. They needed a fresh look and also wanted their site to be mobile friendly. My job was to completely build the front end framework in HTML5 and any animation also used. I built the site into a responsive framework using CSS media queries and also designed the mobile menu UX. We also used isotope JS to filter results based on checkbox selections.

Achievements:
- The successful re launch of Allpress Espresso's site in each region worldwide, has resulted in larger sales with respect to their store now able to be accessed from mobile devices, which was not possible before. Building a site with a complex e-commerce layout that had to be mobile friends was a first for me here which was my achievement.
- The successful launch of APN Media's New Zealand site, the new site made listing the companies advertising collateral a lot clearer and increased their viewing market through mobile devices. It also strengthened their brand by having a website that was up to date with current technologies. I also learnt how to implement a new mobile menu UX and how to implement isotope js which became my achievements.

Technical snapshot:
HTML5, XHTML, CSS, CSS3, JavaScript, PHP, jQuery, jQuery mobile, AJAX, WordPress, Flash CS5, Photoshop CS5, Fireworks CS5, SVN, Facebook applications, Greensock JS.

Jun 2010 – Present   **benwalker-eightytwo, New Zealand**

Benwalker-eightytwo offers digital design and development work for small to medium sized clients usually based in New Zealand. It specializes in cutting edge technologies, with the use of up to date and experimental web practices.

Digital Designer / Developer – Project Manager
Working on my own with a variety of assignments throughout the full project lifecycle, from design to development and also dealing with my own clients.

Two of the website projects that I worked on are as follows:

- **www.dawnraid.co.nz**

Dawnraid is New Zealand's largest urban music label, with whom I worked with to build a new updated site for them. The site was designed in house by them and they needed me to build the site into a responsive CSS HTML5 frame work. They also needed the site to be built using WordPress CMS for very easy content updates by their staff.

- **www.newregentapartment.co.nz**

The Caffeine Lab in NZ acquired a new space as part of the Christchurch earthquake rebuild and they need to promote their apartment space. I designed and built them a nice and clean site using HTML5 and CSS3. The site uses some experimental CSS effects to show and hide the text content.

Achievements:
- The successful re launch of Dawnraid's website corresponding with their 15 year anniversary, allowed the company to fully promote its anniversary with its fresh new website, strengthening its brand and giving its followers effective access to news and events through mobile devices for the first time.
- The successful launch of the New Regent St Apartment site, increased the awareness of the apartment and lifted bookings from nothing to four to six enquiries a week. I learnt some new CSS3 techniques which added to the effect of the site which became my achievement.

Technical snapshot:
HTML5, XHTML, CSS, CSS3, JavaScript, PHP, jQuery, jQuery mobile, WordPress, Photoshop CS5, Greensock JS, AJAX.

EARLY CAREER HISTORY

Jul 2010 – Aug 2010 – Freelance Web Developer	**Salt Interactive, NZ**
Aug 2009 – Oct 2009 - Intern	**slamXhype.com**