

Craig Weston

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Professional Summary

I am a passionate front-end web developer with 5 years of experience building fully responsive and modern web applications for organizations at a professional level. My experience with development software is primarily JavaScript, but I am also comfortable PHP and WordPress development creating and designing custom content management systems. I am creative and detail-oriented in designing apps that are both functional and user-friendly. I have a strong understanding of the use of SEO and social media in building brand awareness and gaining visibility in search engine rankings. I also value the use of mobile first design and development that caters to the unique needs of each customer I serve. I have worked across many websites and web applications and have a keen eye for design and user interfaces.

Work Experience

Web Developer & UI Designer - Regtransfers LTD

2015 - Present

Working with a team of five web developers who create and manage a platform for organizational development and an ecommerce website - regtransfers.co.uk. Use of JavaScript, MVC ASP, and other .NET technologies among other developer tools, to design and build the platform. I am also involved with creating two to four pieces of SEO content every month to use in building the company's online ranking. Providing support and requesting feedback from users for the company intranet system. This includes building custom HTML5 forms and designing new data input screens that take customer details and update it to a database. I am also responsible for the production of email and social media campaign brainstorming and the creation of graphics.

- ❖ Monitoring user transactions and customer journey mapping to look at improving the current service by making it faster, easier and more secure.
- ❖ Maintaining company Intranet and creation of HTML forms for variety of purposes (taking customer details, adding and updating user details, retrieving stock and dealer prices)
- ❖ Building and designing websites for various services and charities

View further work at craig-weston.github.io

- ❖ Creation of a new BFS (finding service) which allows users to take part payments for a registration and supply them with constant updates on the service
- ❖ Setup and monitoring of Mailchimp and Communicator scheduled email campaigns
- ❖ Social Media Profile Management for campaigns and help with creative images and custom HTML tabs for seasonal and organised events

Web Developer - Fourth Monkey 2013 to 2015

Created website layouts for two to three clients each month. Managed everything from formatting to scripting to SEO. Monitored traffic usage through analytic software (Google Analytics, Addthis and Tag Manager) to determine which areas needed to be modified for increased visibility and recognition. Contributed to writing code and SEO for 10 regular clients. Also participated in weekly training at North Herts College regarding development strategies and effective practices for web design.

Sainsbury's Produce General Assistant 2013 - 2014

Osborne House Care Home 2007 – 2013

- ❖ Installing software and maintaining hardware on premise
- ❖ Website Design and form design for free brochure
- ❖ Preparing weekly schedules on digital spreadsheets

Education and Training

- ❖ HTML, CSS, JavaScript/JQuery, Visual Basic
- ❖ Git Version Control / Github
- ❖ EDI Level 2 IT Application Specialist
- ❖ Techdegree in Front End Web Development - <https://www.credential.net/hjjgqnjr>
- ❖ Level 2 Certificate in Social Networking for Business
- ❖ First Aid Certificate

A-Level - Luton Sixth Form College 2011 - 2013

- ❖ Computer Science : B
- ❖ Business Studies Level 3 : Distinction *

GCSE - Cardinal Newman Upper school 2007 - 2011

- ❖ Maths: B
- ❖ Geography: B

- ❖ English: B
- ❖ R.E : A
- ❖ Physics: B
- ❖ Chemistry : C
- ❖ Biology: B
- ❖ Additional Science: A
- ❖ ICT: Distinction
- ❖ Media Studies: B
- ❖ Business Studies : B

Skills

IT literate and have learnt to use many operating systems including MAC, Windows and Linux OS software. I use many software programs on a daily basis and have a strong education in HTML, CSS and JavaScript. I am also well experienced in CLI. Web and Transaction design at Fourth Monkey LTD. Web design and mobile app (native IOS & Android) development at Regtransfers.

- ❖ Detail-oriented and thorough to avoid mistakes that limit platform efficiency and user navigation
- ❖ Skilled in JavaScript and willing to learn other software programs
- ❖ Competent design skills and experience in creating SEO that highlights brand characteristics and organizational authenticity
- ❖ Great communication skills and ability to work with others well in a team setting
- ❖ Creative and innovative to develop unique apps to enhance brand and company growth

Hobbies and Interests

Enjoy many sports including badminton, squash, tennis and football and participate in a weekly badminton class. Contribute to projects on Github. Passionate about modern art and design.