

Clara Todd – Web Development & UX Design - Cambridge UK

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I've contributed to many successful e-learning, e-commerce, content management and social networking web projects. I'm knowledgeable about accessibility, localization requirements, web standards and the behaviour of browsers. I work professionally as a user experience designer, which informs my web development practice. I endeavour to create compelling, scalable sites and applications.

Skills & Software

Languages & Mark-up: XHTML/HTML, CSS, ActionScript (Flash), JavaScript (incl libraries jquery, prototype), PHP, Java (various frameworks), MySQL, XML, VB, Perl.

Source Control: SVN, CVS. **Server administration:** FreeBSD, Linux, Windows, Apache.

Visual tools: Axure, Visio, Flash, Fireworks, DreamWeaver, Photoshop, Illustrator, Premiere, Eclipse.

Work History

Web Sites include:

- ❖ Wetpaint.com
- ❖ Amazon.com
- ❖ Sears.ca
- ❖ Marks & Spencer
- ❖ Raf Technologies, Inc
- ❖ Noc On Wood Records
- ❖ Microsoft Partner University
- ❖ University of Aberdeen
- ❖ University of Glasgow
- ❖ StockGazing
- ❖ Setgame Inc

5/2009 to current

Web Development Consultant (Freelance)

Cambridge, UK

- ❖ Design of content modules and widgets for Wetpaint

9/2008 to 3/2009

UX Designer

6/2006 to 9/2008

UI Engineer

Wetpaint.com, Seattle, Washington, USA

- ❖ Designed and built user interfaces for Wetpaint features
- ❖ Contributed visually and structurally to re-alignment of Wetpaint platform
- ❖ Created toolkits for partners and designers to help design custom skins
- ❖ Lead for skin development and design, including some management and guidance to external resources

9/2005 to 6/2006

UI Consultant, Web Engineer

Amazon.com, Seattle, Washington, USA

- ❖ Work on MCOM accounts, creating mockups and wireframes as images and as HTML, CSS and Javascript
- ❖ Developed UX concepts and solutions for Sears.ca and Marks&Spencer
- ❖ Team web site accessibility champion
- ❖ Created browsable style guides, using js indexing

12/2004 to 8/2005

Web Development Consultant (Freelance)

Various companies, Seattle, Washington, USA

- ❖ Design public websites, authored design specification document for GUI of a governmental client, integrated front-end using Velocity templates in Java
- ❖ Web design, Free BSD server administration, extensive php tool building for a record company in Seattle
- ❖ Created design and xhtml/css template for wine importing company
- ❖ Many other smaller technical and design projects using a mix of open source technologies (Apache, PHP, MySQL) and Java

03/2003 to 12/2004

Web Designer/Developer

UpSellUSA, Seattle, Washington, USA

- ❖ Designed and built the front-end for Incentive Power (incentive programs site for small businesses) from ground up
- ❖ Designed many performance and sales incentive sites and html emails for Microsoft
- ❖ Built 30+ trainings on Microsoft products, licensing and competitive marketing materials.

04/2001 to 03/2002

Technical Author, Web Designer/Developer

NC Graphics Ltd, Cambridge, UK

- ❖ Created icons, buttons, and improved GUI of Machining Strategist (CAM software)
- ❖ Designed and built company website
- ❖ Wrote web access scripts and mailers in Perl
- ❖ Documented software for printed manuals and online-help pages for Machining Strategist
- ❖ Tested new functionality of Machining Strategist
- ❖ Created Graphics for marketing and company branding

05/2000 to 03/2001

Web Designer/Front-end web developer

StockGazing Ltd, Cambridge, UK

- ❖ Designed and built StockGazing.com (a global stock trading simulation site)
- ❖ Integration with back-end Java
- ❖ Designed logos and marketing materials
- ❖ Designed banner ads and Flash presentations

08/1998 to 05/2000

AV Editor / Web Designer

Alpha CRC Ltd, Cambridge, UK

- ❖ Engineered movies for multimedia software, localized for different markets
- ❖ Led teams of up to ten people for animation projects
- ❖ Designed and built the company website
- ❖ Created marketing presentations in Flash and PowerPoint

Education

07/2008 to 12/2008

Study in User Centered Design (certificate classes)

University of Washington, WA, USA

09-1996 to 06/1997

PG-Dip Electronic Imaging

Duncan of Jordanstone, Dundee, UK

10/1993 to 06/1996

BA (hons) Fine Art Alternative Media

Chelsea College of Art, London, UK

10/1992 to 07/1993

BTEC Fine Art

Norwich School of Art, Norwich, UK

References

Available on request

More Information

Please visit www.claratodd.com