

Alexander Graham

Location: Prague, Czech Republic

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Curriculum Vitae

Web Developer with experience in 3 different roles, which included a wide range of projects from freelance to working in an organisation with 5000+ people.

Skills

- Diverse range of IT skills learnt at University and applied since.
- Highly skilled programmer with daily use of PHP, .NET, JavaScript, XML and CSS technologies.
- Experience using 3rd party APIs and libraries such as Google Maps, Google Local Business, Google Language Translation, jQuery, Script.aculo.us and Dojo (via Googles Content Delivery Network). Integration with secure payment services such as Protx and PayPal also accomplished.
- Familiar with BakeSale, Wordpress and Smiley PHP packages, as well as CMS hosting packages from businesscatalyst.com, Morello MediaSurface (now Alterian CMS), SilverStripe and Drupal.
- Keen advocate of Object Orientated programming methods, with a standards and accessibility focused web design approach.

Work History

Web Developer	West Lothian Council (www.howdenparkcentre.co.uk)	February 2009 - February 2010
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Recently redeveloped Arts and Entertainment Venue which required a fully content managed website, including event calendar and specific customer designed UI requirements.

Morello MediaSurface (now Alterian CMS) - Java based back-end which plugs into CMS.

JavaScript/API integration - Google Maps API, Google Translation, jQuery Library and HighSlide Image Gallery. Google Analytics integrated.

CSS - Fully tested and working on all modern browsers, with acceptable degrading where necessary (IE 5+, Firefox 2.0+, WebKit: Safari/ Chrome/ Konqueror).

Accessibility - Designed to meet strict Double A W3 accessibility guidelines (<http://www.w3.org/TR/WCAG20/>).

Search Engine Optimised - Fully optimised for enhanced search engine use. CSS design enables keyword-rich content to appear sooner in the page, while still meeting conventional UI familiarity for visitors. Meta data and page titles are fully content managed.

**Web Developer/
Marketing**

www.ghostwatchlive.com

November 2008 –
January 2009

I was hired in order to give a failing start up company a complete website redesign and help market the company to potential customers. When I was hired the website was awful in almost every way, and the number of members was far below what had been expected despite significant amounts being spent on advertising.

In order to correct this I redesigned the website, including completely changing the layout, colour scheme, font types and navigation. I focused on making the site vivid by using a black background with accents of gold to focus on keywords and links. I made the theme of the site consistent by using the same page structure throughout, so that it's instinctive to access and browse for any age group. I also made the focus of attention the videos, as moving images are always more eye catching than static text. This all had to be done for both the Visitors pages and Members Area, which number 50+ pages of varied content and was carried out within 10 working days by myself only, including design time, coding and testing.

Once the website redesign was completed I could then start marketing it. I decided the most efficient use of time and money was to focus on viral marketing techniques such as social networking and forums with established communities that were a direct correlation with the demographics of the company. Initially I focused on using video to attract visitors, so started by establishing the brand on YouTube, Vimeo, etc. I then created profiles with Facebook, MySpace and Bebo to help increase exposure.

Web Developer

www.bestcityluxuryapartments.com

August 2008 -
September 2008

I Developed a fully managed CMS system for a holiday lettings company which has multiple properties in Edinburgh. The website features an online booking and payment system, which uses Protx to securely process payments and carry out fully automated bookings. The customer control panel provides full administration and control for the booking system including manual adding, editing and deletion of bookings, properties, customer records and seasonal pricing.

Education

BTEC in Computing

West Cheshire College,
Chester

2000-2002

Internet Computing BSc

Napier Edinburgh University

2004 – 2009

Portfolio

Website

Howden Park Centre –

<http://www.howdenparkcentre.co.uk>

Ghost Watch Live -

<http://www.ghostwatchlive.com>

Personal site – <http://www.ajgraham.com>

Honours Project – <http://www.ajgraham.com/honours>

Involvement

co-Designer and Developer

Full responsibility for Accessibility, Compatibility, SEO, CSS, JavaScript integration.

Part responsible for back-end development, client communication, testing.

Full responsibility.

Full responsibility.

Full responsibility (with advice from Module Leader).

References

Name

Bill Hume

Uta Priss

Position

Applications Team Leader, West Lothian Council

Lecturer and Honours Project Leader, Napier University