

DAVID RANDELL

Web Developer | UI Developer

david@davidrandell.com or abracadavemagic@gmail.com

087 277 2870

Experienced professional with a passion for web development and building exceptional UI's and UX's. My background has been primarily on Advertising & Marketing teams, so I am comfortable under pressure and confident at rapidly building assets to pixel perfect precision and quick turnaround times.

I am currently enrolled in a Higher Diploma Computer Science course in Software Development, to be completed in 2022.

WORK EXPERIENCE

Front End Developer & Content Manager, BMW Ireland

Dublin | July 2019 – Present

Responsible for the development and updating of all online assets for both the BMW and MINI brands.

- discover.bmw.ie is a custom built Wordpress site for all local Marketing campaigns.
- bmw.ie and mini.ie are both maintained through the AEM (Adobe Experience Manager) CMS platforms.
- Work closely with Marketing, CRM, Sales, Aftersales and Finance teams to ensure accuracy of content and deployment of their online assets.

Lecturer, Dublin Institute of Design

Sept 2015 - May 2019

As **Head of Department for Web** I was responsible for course content, structure, delivery and qualification of Instructors. I created lectures, briefs, and presentations targeted to specific learning outcomes required by the qualifications we offered. **Instructor** for the following courses:

- **HND in Creative Media** – Modules include, Web Authoring (HTML5, CSS3 and JS), Visual Design & Communications (Photoshop, Illustrator), Design History, CSS Frameworks, Responsive Design, App Design, UX Design.
- **Certificate (Level 5)** in Web Design & Development (HTML5, CSS3, Photoshop)
- **Certificate (Level 5)** in Digital Marketing (DM Principles, Content Strategy, SEO, SEM, Display Advertising, Email Marketing, AdWords & Analytics)

UX Designer / Front End Developer, Sembly, Dublin

November 2014 – September 2015

- Designed and developed the front-end experience for a new education platform.
- Contributed to the front end code and templates that were integrated into the Dev stack. The Development stack was HTML5, SASS & Angular front end, built on a Rails/Node back end, deployed to Heroku.
- Project was discontinued in September 2015

Front End Developer, Owens DDB, Dublin

April 2014 – September 2014

- 6-month contract. I Built all advertising assets to brief and design specifications including; Responsive Emails, Responsive Landing pages, Micro-Sites and daily client content updates.
- Clients & Campaigns included: Volkswagen (Polo Launch), JMOB (Sandwich Thins), SSE Airtircity (Maya Orangutan)

Front End Developer, Ancestry.com, Dublin

April 2012 – March 2014

Rapid HTML & CSS coding of all International Marketing assets to strict company styles and standards. Responsive Emails, Responsive Landing pages, Micro-Sites, Overlays, A/B testing campaigns and daily content updates.

- Provided technical support across all teams to ensure modern, clean, W3C validated code.
- Worked closely with Statistical, Analytical and Development teams to ensure stability across the platform and ensure peak website usability and performance.
- Ancestry moved the development team back to the US offices in March 2014.

Designer & Front End Developer, WorthPoint Ireland, Dublin

April 2011 - March 2012

Designer and Developer on a team of four (Content, Sales & Marketing).

- Designed and Developed the Worthpoint.co.uk website. (A custom built Wordpress website)
- Responsible for all online and offline Marketing, Promotion and Advertising for the UK, Irish and US markets.
- Worthpoint closed their EU office in March 2012.

Designer & Front End Developer, Core Media (Radical), Dublin

April 2008 - March 2011

I was the Web Designer on what was primarily a Marketing team. Along with one back end developer we produced all client work.

- Designed and Developed 40+ Web Standard, SEO friendly websites. Built and maintained in the Modx & Wordpress CMS's.
- Clients included: Burger King (whopper.ie), Crown Plaza, Nissan, Tourism Ireland, SuperValu, Centra, Crown Paints (Ireland Deserves Sun), & Bord Gais.

AWARDS

- ADFX Award – September 2014 – Team award - For Volkswagen Mistakes campaign.
- Core Media Captivation Award - February 2011 - Burger King's Whopper.ie Website - Design & Development.
- 2011 Independent Digital Advertising Award Finalist - SuperValu Valentines campaign.
- Core Media Captivation Grand Prize 2010 Winner - AnPost Greetings Facebook Application.
- 2010 Golden Spiders Award - Winner for Best Campaign, Nissan Leaf Launch - Designed all Online Creative.
- 2008 Digital Media Awards - Winner, Best Online Webcast for Online Marketing Ireland YouTube Channel.
- 2008 Digital Media Awards - Grand Prix Award for Online Marketing Ireland YouTube Channel.

EDUCATION

Dublin Business Schools – 2020 | Higher Diploma - Science in Computing (Software Development)

Design, implement, test and document Advanced Object-Oriented Programs. Unit testing and system testing. Construct event-driven Graphical User Interfaces. Proficiency in programming languages such as C#.NET and Java. Create & maintain relational and XML databases using SQL. Ability to develop Web-based applications using .Net framework & specifically ASP.NET. Designing and Developing server side web applications with database integration. Integrate features using API's. Apply current & emerging technologies to enhance the functionality of web application components.

Udacity – 2017/2018 | Digital Marketing Nanodegree

A comprehensive 360 degree project driven course build by Google, Facebook, HubSpot, Hootsuite, MailChimp and Moz. Modules and live projects included: Content Strategy, Marketing Channels, Social Media Advertising w/ Facebook Ads, SEM w/ AdWords, SEO, Email Marketing w/ Mailchimp & Google Analytics. Portfolio of projects available on request.

FAS – 2007/2008 | Digital Design for Website Production

Six month course focusing on digital skills, both Design and Code. After travelling and working overseas for several years I took this course to upgrade my portfolio and get experience on the latest versions of Adobe CS and Front End Development. I secured the position at Core/Publicis Digital based on this course.

REFERENCES

Reference contact info will be happily provided on request.

“David has been an excellent developer and a valuable member of our team during his time at Ancestry. His technical skills are matched only by his outgoing and energetic personality, which makes him easy to manage and a pleasure to work with. He did an exceptional job meeting the development needs of our international marketing effort at Ancestry, all while working remotely from the rest of the team out of our Dublin office. He's a trustworthy employee, skilled developer/designer, and would be a valuable asset to any organization.” **Jeff Lord – Director of Front-End Development @ Ancestry.com**

“I've had the privilege to work with Dave on a number of projects involving WorthPoint over the course of 2011 and into 2012. I found his work to be consistently professional, high quality, imaginative and timely. He is a top grade design professional that I would not hesitate to work with again if the opportunity presented itself.” **Michael Sapienza – VP Marketing and Sales @ WorthPoint.**

“When Dave joined our agency he was the first dedicated front-end designer and developer we ever had in the company. So he "designed" the whole design function and added a completely new skill-set to the organization. Dave's design skills are superb but, as importantly; he develops really effective business relations with everyone. His communication skills, spoken and in all media, are excellent and he doesn't mind if you do jokes about Canadian accents, ay?” **Martin Murray – Managing Director @ Radical, presently a Mentor at Enterprise Ireland**

Sample work and explanations of campaigns can be viewed at my [online portfolio](#).