

DAVID RANDELL

Front End Developer

w/ UX & UI Design & Digital Marketing

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WORK EXPERIENCE

Head of Department – Web Design & Development, Dublin Institute of Design | Sept 2015 - Present

As Head of Department I am responsible for course content, structure, delivery and qualification of Instructors. I create lectures, briefs, and presentations targeted to specific learning outcomes required by the qualifications we offer.

Instructor for the following courses:

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

UX Design & Front End Developer, Sembly, Dublin | November 2014 – September 2015

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

Front End Developer - Ancestry.com, Dublin | April 2012 – March 2014

- **Rapid 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.
- **Consult and advise** International marketing creative teams to ensure **loyalty to brand standards** and **positive user experience**.
- 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**.

“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

Designer & Front End Developer - WorthPoint Ireland, Dublin | April 2011 - March 2012

- Designed and Developed the Worthpoint.co.uk website. (A custom built Wordpress website)
- Designer for all online and offline Marketing, Promotion and Advertising for the UK, Irish and US markets.

“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 of WorthPoint.

Designer & Front End Developer, Core Media/Publicis Digital, Dublin | April 2008 - March 2011

- 40+ Web Standard, SEO friendly websites built and maintained in the **Modx & Wordpress CMS’s**.
- Facebook Tabs/Apps, custom Twitter and YouTube profiles.
- Email Marketing and integration with the **Mail Chimp** platform.
- **Clients included:** Burger King, Crown Plaza, Nissan, Tourism Ireland, Supervalu, Centra, Crown Paints, & Bord Gais.

“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 – Then Managing Director, presently Mentor at Enterprise Ireland

SKILLS & TOOLS

- HTML5, CSS3 (SASS), JS6, jQuery, some Greensock Animation experience, some Angular (1) experience, Git, Gulp, Node & NPM. Presently adding React.
- UX/UI Design - Photoshop, Illustrator, inVision, MeisterTask, Balsamiq & Silverback/ScreenCastify.
- Digital Marketing – See details in education section

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

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.

RECENT SIDE PROJECTS

- Dean Blundell Blog – Front End Developer & Blog Contributor.
- Style Savvy – Web Developer and Consultant to owner Laura Jordan.
- IAPOP Conference 2018 – A Non-Profit website for the Irish chapter of Process Oriented Psychologists event conference which took place in May 2018. Wordpress event site including PayPal and WooCommerce ticketing integration.
- Alternative Hockey League – A data driven site for a fantasy sports league. Migrated to a Material front end (2018).
- Drumnigh Montessori Primary School – I volunteered to develop and maintain a new site for my sons school. Wordpress

HOBBIES

- Working Close Up & Kids Magician with over 20 years experience. (Guaranteed to be fun at staff parties!)
- Landscape Oil Painter: You can view some of my work on my public Facebook profile.

References will be happily provided on request.

Samples and explanations of some older campaigns can be viewed at my online portfolio.