

Andy Friel

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Date of Birth: 4th August 1989

Key Skills

React	Vue	HTML	CSS
Javascript	PHP	JQuery	MySQL / MS SQL
Tailwind CSS	Bootstrap	Sass / SCSS	MVC Frameworks
Wordpress	Webpack	Photoshop	Illustrator
Git	Subversion	Deployment	Grunt

Employment

Boulder Group

Lead Developer, May 2023 - January 2024

- Helping to establish and develop in-house best practices and workflows for future development projects.
- 3 month contract with **Dow Jones** to develop a number of assets within very short timeframes.
- Enhancing a bespoke Wordpress theme to include a component library that could be rolled out on client sites with bespoke theming and capabilities.
- Optimising existing portfolio sites to enhance SEO benefits.

Digital Ventures

Front-End Engineer, January 2020 - May 2023

- Maintaining and developing new features for a classifieds ad website brand across fifteen territories worldwide.
- Working with a complex legacy codebase and collaborating with others to implement front-end standards that are enforced with team code reviews.
- Strong focus on increasing the performance score of the websites on Google Lighthouse for maximum SEO benefit.
- Helping to build an internal moderation tool using Vue.js

Biglight

Senior Front-End Developer, June 2018 - January 2020

- Working on **George.com** building creative landing pages with HTML, CSS and vanilla Javascript, including campaigns for prominent events such as Halloween and Christmas.
- Maintained their Life & Style Wordpress blog, building creative posts using Bootstrap, and also built email campaigns.
- Tasked with rebuilding legacy content and functionality to be suitable for a new site built on React.
- Main technical point of contact for the client, involved heavily in optimising content for both site speed and SEO purposes.
- Worked directly with designers and copywriters to produce assets that are optimised for modern web standards while still allowing for creative freedom.

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WCRS

Senior Front-End Developer / Deployment Manager, July 2017 – June 2018

- Continuing an expanded role in the **Apple** team, as below.
- Working directly with clients and project managers to compile merge lists for live site deployments.
- Required to perform live website checks, often out of hours, to ensure the correct content is released on schedule.
- Involved in more senior development projects as well as aiding newer members of the team during intensive work periods.
- Taken a more vocal role in relation to possible conflicts across projects or issues that may arise when projects are deployed, and actively trying to minimise their impact.

Front-End Developer, March 2013 – July 2017

- Working exclusively for **Apple** in a team of over 50 to maintain more than 60 of their international sites.
- Required to complete projects on tight deadlines to high design and technical standards, across both desktop and mobile devices.
- Constantly working with teams in other time zones and frequently required to attend intensive workshop periods in the USA.
- Allowed for a wider view of the entire development cycle from a different perspective, and has required greater management of my own time and of others when delegating work.

The Sixth Form College - Solihull

PHP Developer, July 2011 – March 2013

Kirklees Council

Web Development Student, July 2009 – July 2010

Education

BA Interactive Multimedia - First-Class Honours

University of Huddersfield (2007 – 2011)

- Relevant modules include: Advanced Web Programming, Advanced Visual Design, Intermediate Authoring, Introduction to Video, Time-Based Media and Professional Skills.
- Awarded two prizes during final year: 'Best Interactive Multimedia Experience' for team-project 'CityScout', and 'Best Overall Performance on the Final Year Project of a Multimedia Course' for a iPhone/Android app for use at conferences.
- Included a 12 month placement at Kirklees Council.

Personal Profile

- A dedicated and enthusiastic individual who enjoys learning and extending his knowledge
- Successful experience working both alone and as part of a larger team.
- Always open to new ideas and approaches, stemming from an ability to take critique well and constructively
- [References](#) available upon request.