

# Daniel Connor

Front End, UI/UX Developer & Designer

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## Contact

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**Portfolio:** <https://magic-fish.co.uk>

## About

Hello, I'm a **Front-End Web Developer and Designer** with 10+ years experience, creating responsive, cross-platform websites and web apps that are functional, accessible and pleasing to use.

I have a keen eye for **UI/UX** principles and enjoy solving design problems/challenges. I've worked with clients across a broad range of industries, including Healthcare, Finance, Marketing and Retail, in addition to many quality Digital Agencies.

50% of my work involves **WordPress**, where I am at home creating custom themes from scratch, adapting flat designs to pixel-perfect responsive layouts, using Advance Custom Fields, WooCommerce, creating Plugins where necessary, as well as building in SEO and security considerations.

Alongside general Web Development my expertise also includes **animated banner ads** and **infographics**, responsive **HTML emails (MJML, MailChimp)**, **Data Visualisation**, **API integration**, **SEO** and **Digital Accessibility (W3C/WAI)**. I also provide consultation.

## Experience

*Advance Studio Ltd. - Oct 2018 – July 2023*

For five years I ran my own limited company providing skills in Front-End Development, UI/UX, Design, and Project Management. Work has included projects for **Samsung, Oracle, CITI Bank, Parclforce, Philips, Airbus, Shelter** and **The Hut Group**.

An initial two week consultation contract with **Cogora**, to ascertain why a data-heavy web app project was lagging, brought immediate results and exceeded expectations. This led to an 18-month long appointment with the project expanding beyond its initial scope, becoming a far more useful, usable and saleable offering.

*Skills: HTML, CSS3, SASS, WordPress, Bootstrap, JavaScript, jQuery, Salesforce CC, Photoshop, Jira, Grunt, Git, GSAP, PanoVR, PHP, Vue.js, API, MJML*

### *Freelance Developer & Designer – 2015 – 2018*

For three years I worked successfully as a Freelance Developer working for a broad range of clients in the fields of **Marketing** (including prestigious agencies MullenLowe Open and Oliver), **E-Commerce** (Space NK, Marks & Spencer, Yieldify), **Finance** (Investec, Deutsche Bank), **Product Designers** (Native), **Education** (EdComs), **Wealth Management** (Pragma) and **Luxury Properties** (Wordsearch)  
*Skills: HTML, CSS3, SASS, Bootstrap, JavaScript, jQuery, WordPress, Salesforce CC, Photoshop, Jira, Git, Salesforce CC, GSAP, PHP*

### *Disney Store – 2014 – 2015*

An initial month-long contract as a Senior Front End Developer to come in and help streamline production on the Disney Store's multi-region e-commerce website, ended up being extended for over a year.

Responsibilities included mentoring junior members of the Web team, updating and maintaining the Salesforce CC E-Commerce website, theming landing pages for UP's such as Star Wars, Marvel and Frozen, prototyping designs and microsites, preparing HTML emails and supporting the production team.

*Skills: HTML, CSS3, SASS, JavaScript, jQuery, Salesforce CC, Photoshop, Jira, Foundation for Email*

### *Freelance Developer & Designer – 2013 – 2014*

Working as a Freelance Developer where positions included stints at digital agencies (including So Creative, Small Back Room, AnalogFolk and The Crocodile) working on projects for clients in the fields of **E-Commerce** (Oasis Stores), **Technology** (EMC), **Retail** (Ben & Jerry's) and **Antiquities** (Kallos Gallery).

*Skills: HTML, CSS3, JavaScript, jQuery, WordPress, Bootstrap, PHP, Photoshop, Jira, Git*

### *Prior Experience*

Up to this point I had also worked as a Web Developer at **The Illustrated London News** (where high-end clients included **Boodles jewellery, Maserati, Maison Corthay, English Heritage** and **Aston Martin**), Developer for online fintech company **ADVFN**, and Developer and Designer at school's admin software company **Bromcom**.

### *Further Education*

**Advanced Diploma in User Experience UI/UX Design** -  
Kingston Open College

**BA(Hons) Fine Art (Painting)** - Winchester School of Art

**National Diploma in Art & Design (Foundation)** - Croydon College