

# Steven Alan Collins

Manchester / UK

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Date of Birth: 19<sup>th</sup> January 1974 / Nationality: British

## Profile

I am a passionate, creative Web Developer who has worked for both public and private sectors throughout my career. For the last 17 years I have been involved in all aspects of cross platform website, CMS and application development including design, layout, coding and administration. I also have strong skills in creating mock up UI designs and graphical assets for websites and various mobile devices. I have also worked with various marketing teams on company branding, instructional and conceptual designs and promotion of various services and products.

In my previous job roles during my time with the Local Authority Education department at Knowsley Council and with the Marketing and Communications team at Oldham Council. This involved design, development and administration of various intranet and public websites. I was liaising and attending meetings with various departments across the authorities to collect information and produce various graphical assets, strategic diagrams and copy writing for print, email and web materials. These were used to publicise and promote various public services and internal corporate events. I was also involved in setting up various bespoke websites for internal teams and initiatives and migrating content from publications I designed to the online Content Management Systems.

## Key Achievements

- Received a prestigious first place award for the most innovative team in Knowsley Council.
- Helped support, administrate, design and develop local intranet web applications to strengthen corporate communications across a Directorate of Children and Family Services.
- Developed a number of XHTML and CSS compliant websites and set up Content Management Systems to help market services across a public Directorate of Children and Family services.
- Designed print and web marketing material to advertise events, initiatives and services.
- Received a HNC certificate in Multimedia & HND certificate in Graphic Design.
- Helped raise attainment within schools by supplying IT and multimedia services to enhance teaching and learning.

## Qualifications

- Level 3 ILM (Institute of Leadership & Management) certificate
- Received CEOP (Child Exploitation and Online Protection) Ambassador status
- BTEC Higher National Diploma in Graphic Design
- Higher National Certificate in Multimedia
- Joomla CMS (PHP/MySQL) Development and administration
- Photoshop / Digital Imaging and Manipulation
- Macromedia Authorised Course in Flash MX Action scripting
- Active Server Pages Level 1
- 3D Studio Max
- Microsoft Access / Project
- MOCN Advanced Music Technology

## Programming Skills

- XML – 18 months experience. I have had experience in creating XML/XSL driven web pages.
- UI / UX design – 12 months experience. I create mockup designs using Photoshop and Illustrator which can be used as part of the development process for web and mobile projects.
- Mobile development – I have recently been developing for cross platform mobile devices both on Android and iOS. I now create all my designs to be responsive for viewing on all different screen resolutions. In particular

Android smart phones and tablets.

- HTML – 17 years experience. I can hand code fully W3C compliant website pages. My preferred software for doing this is EditPlus and Dreamweaver although I have more recently been using Visual Studio.
- HTML5 – 2 years experience. I have been learning this ever expanding and popular language and have experimented with video formats and canvas.
- CSS – 2 years experience. I have created full CSS based web pages including conditional browser specific style sheets.
- CSS3 – 1 years experience. I have started to implement CSS3 into my style sheets and have also set up conditional style sheets for backwards compatible browsers.
- JQuery – 12 months experience. More recently i have been using JQuery libraries and plug-ins and understand the benefits of this.
- PHP – basic knowledge. I can manipulate php code in third party CMS products like Wordpress and Joomla to help with the front end usability and design.

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## Software Skills

### PC and Mac

- Microsoft Office – 20 years experience. Fully compliant in all Office products ranging from basic PowerPoint presentations to complex hand coding using Visual Studio.
- Adobe Photoshop – 20 years experience. I have used Photoshop extensively for study, work and fun. I have designed for both web and print. This includes mock up designs and wireframes for websites and various devices and also setting up 300dpi artwork for printing.
- Adobe Illustrator – 15 years experience. I have used Illustrator extensively to create everything from icons and logos to full website wireframes and descriptive diagrams.
- Adobe InDesign - 5 years experience. I use this to produce marketing work for print like newsletters, posters, flyers etc.
- Adobe Fireworks – 10 years experience. I have an understanding of this software but tend to use Photoshop for image manipulation and design.
- Adobe Dreamweaver – 15 years experience. I use Dreamweaver for the majority of my website work. I can hand code and also use the designer.
- Visual Studio – I have more recently been using this to code web pages.
- Adobe Flash – 10 years experience. Mainly design work integrating Photoshop and Illustrator. Also worked with FLV video for web using Adobe Media Encoder. Basic Actionscript and XML data skills.
- Adobe Acrobat Professional – 10 years experience. I understand how to create pdf files for publication online and am familiar with password protected documents and compression formats.
- Adobe Premiere – 10 years experience. Working with web and CD/DVD formats.
- Quark Express – 10 years experience. I have used this to create newsletters for print and web and have liaised directly with printing companies.
- CMS – 10 years experience. I specialise in the open source Joomla! Content Management System. This includes set up, configuration, administration, SEO and maintenance. I also have experience in Wordpress and have customized this to create my own themes and plug-ins.
- eCommerce – 10 years experience. I have set up and managed secure https online shopping carts including OSCommerce and ZenCart.
- Ableton Live – 5 years experience. I mainly use this for fun but have on a few occasions used it for DVD projects to create background music and manipulate audio for web.
- iMovie – 2 years experience. I have used this to create video showcases for both DVD and web and am familiar with Apple Mac .mov format for Quicktime.
- Pages – 2 years experience. Similar to Quark on the PC. I have found this to be a lot more user friendly than PC design for print software.
- iWeb – 2 years experience. I have created basic web pages using this. It is very basic and ideal for teaching basic HTML skills.

## **EMPLOYMENT HISTORY**

### **Most recent job role - March 2013 – March 2014**

#### **Oldham MBC / Marketing and Communications - Web Content Officer**

##### Responsibilities:

Manage the structure, design, look and feel of key Council web sites, including oldham.gov.uk, the intranet, and Visit Oldham, ensuring that the Council's service delivery, civic leadership and communication roles are discharged effectively in the online space and that indexing, navigation and metadata are clear and accurate thus ensuring the accessibility of all content.

To write high quality, accurate content which is optimised for the online space.

To create, review and update web sections and pages to improve the quality of messages being delivered to stakeholders and the accessibility of online services.

To create appropriate content as required including, text, images, diagrams, animations, web forms, video etc.

To manage and deliver an ongoing programme of content development on behalf of all Council services ensuring that all key websites, including the Council website and intranet, are readable, relevant and up to date.

To contribute to the development and implementation of integrated marketing and communication campaigns by planning and using web channels to reach and engage audiences effectively.

Ensure the online customer journey is logical, coherent and provides the customer base of 120,000 + users per month with the information or transactions required quickly and easily.

Provide technical expertise and advice to help manage the delivery of the channel shift agenda, encouraging the use of the web as service delivery channel of choice – maximising the percentage of transactions completed online in order to release cashable efficiencies of over £1million from other, more expensive, service delivery channels.

To use specialist web authoring software/technologies: HTML, CSS, Javascript, Flash, Image editing, Search Engine Optimisation, banner advertising, email marketing, social media, Web 2.0 functionality, blogs, podcasts, web analytics, user-testing software, Content Management systems (Livelihood and Open Source) to create and deliver high quality web content.

To maintain and employ an up-to-date specialist knowledge of usability principles and information architecture.

To co-ordinate and conduct user-testing to ensure that the goals of the site and the needs of users are being met.

Test new web content, particularly where there is a transactional element, to ensure coding is robust and the user-experience seamless.

Work with clients across the organisation providing specialist advice on the principles and technologies of web development (i.e. what can and cannot be done) and on the most effective way to present information for an online audience, working closely with the client to ensure new features deliver business need and that service specific/issue specific content is developed in the most effective way to present information for an online audience.

To use Google Analytics and other equivalent tools to monitor and evaluate site content and website performance.

**June 2011 – March 2013**

**Citrus Lounge - Web / UI Multimedia Designer & Customer Support Assistant**

- To keep up-to-date with the latest web technologies, including but not limited to HTML, XML, CSS, AJAX, JavaScript and JQuery.
- To hand-code web pages from Photoshop compositions, wireframes and other sources
- To keep abreast with the latest W3C standards and accessibility concerns
- Designing 'self-explanatory' product/solution diagrams for our customers (for print, web and email)
- Designing promotional flyers and brochures (for print, web and email)
- Designing user guides and electronic documentation for staff and customers
- Customising the OneFile UI appearance for individual customers
- Manipulate, update and manage company data including progress reports

**Previous Job Roles**

**Local Education Authority (Jan 2001 – Feb 2011)**

**Web Developer / Web Designer / Communications & Content Officer**

My job titles varied over the years but the crux of the role was always the same – I just seemed to pick up some extra duties each time my job title changed! See below for an in depth description of each role.

**Breakdown of job roles during time with LEA**

**May 2009 – Feb 2011**

**Learning Technologies Officer: Content**

I worked on various bespoke websites and Content Management Systems for corporate departments and government based initiatives. These were HTML and CSS based websites with JavaScript, JQuery and PHP elements working to strict corporate guidelines and meeting all W3C web standards. I was also involved in design and administration of a corporate intranet. This was using the Microsoft Sharepoint .Net Framework. I developed a number of interactive Flash resources, these were games used to enhance teaching and learning for Primary school children. I also designed various instructional guidance and conceptual diagrams for a number of teams across the department to help with the overall online user experience.

**April 2007**

**E-Media Communications Officer (Web/Print)**

This job role is the same as my previous role although it is now just focused on the CMS and web development aspects rather than data manipulation. This is specifically Joomla! CMS which I specialise in. I was also an administrator for a number of internet and intranet websites and applications. Designed and printed tri-annual newsletters using Quark.

**August 2005**

**Data Communications Officer**

Set up bespoke online applications in ASP for data communication. I developed a number of online forms on the schools admin network which were used for the regular pupil and data returns. I used Microsoft Access ODBC and ASP to develop web applications and have also used Microsoft Infopath with Sharepoint on the council

intranet. Developed websites using Content Management Systems (CMS) and took on more of an administration and system development role.

#### **January 2004 - Council Award**

The Information and Learning Technologies team received a prestigious award for most innovative team in Knowsley Council, This was presented to us at an awards ceremony with over 200 people from various short listed departments.

#### **January 2001**

##### **Intranet / Web Content Developer & Graphic Designer**

I was involved in all aspects of marketing, which included Graphic Design work using Quark Express and Adobe products and DTP using Microsoft Office products. I developed and designed various websites for the Local Authority using Macromedia Dreamweaver, Flash, Adobe Photoshop and Illustrator. Development of a curriculum Intranet, providing and managing various digital content, maintaining and administration of the PHP/MySQL user database and promoting the services provided to the schools.

Administration of a Microsoft Server using IIS and also the development of Microsoft Sharepoint 2003. This was powered by .NET technology and is all XML based. As well as the win2003 server, I was responsible for maintenance, administration and implementation of security updates for a windows 2003 content server and front end administration of a Linux based content management system.

I developed websites for various sections within the Local Authority, which included, Teacher Recruitment, Governor Support and Lifelong Learning. Provided training to staff so they can update their websites themselves, therefore handing the ownership over to the relevant sections. I have also been involved in training teachers. Produced and delivered PowerPoint presentations, various DTP / Graphic Design and working with video production.

#### **Prior to 2001**

After finishing my studies I worked as a Graphic Designer for various private companies whose clients included Shearing's coaches, Matalan and JJB Sports. I also worked for Volkswagen Corkills producing car and showroom vinyl graphics.

#### **Other Key Achievements**

- Helped organise and supported several major corporate events and launches.
- Inspired, motivated and taught pupils to use IT for educational purposes.
- Provided teacher CPD (Continuing Professional Development) and service staff training to Local Authority staff and teachers.
- Trained for and received CEOP (Child Exploitation and Online Protection) Ambassador status.
- Received a Level 3 ILM (Institute of Leadership & Management) certificate.

#### **Interests**

I have a very social life and spend lots of quality time with my ever increasing family. I enjoy listening to all types of music and producing electronic music on my computer. I try to keep fit by regularly going for walks or visiting the gym. I enjoy photography and print pictures for family and friends.

#### **References**

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