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Danny Tomalin

USER EXPERIENCE DESIGNER & FRONTEND DEVELOPER

PERSONAL STATEMENT

I am a User Experience Designer & Frontend Developer with 2 years experience working within an agile environment & 7 years experience working as a freelance Web Designer. I'm motivated, passionate and experienced in bringing creative solutions as an individual as well as part of a corporate team. I have extensive practical knowledge with creative collaboration in challenging social settings such as; prisons, youth/adult social care, schools and regenerating communities. I am committed to delivering high quality work on time, on price and working in a manner that brings the best out of the people around me.

SKILLS

USER EXPERIENCE & DESIGN SKILLS

Conceptual interviews, brainstorming, shadowing, sketching, running workshops, creating personas, defining & creating customer journey maps, creating service blueprints, GEL development, creating interactive prototypes, Adobe XD, Adobe Photoshop, Illustrator, InDesign

DEVELOPMENT SKILLS INCLUDE

HTML 5, CSS 3, SASS, Task Runners (Grunt, Gulp), GIT, JQuery, MySQL, Wordpress, Mailchimp, Social Media Integration

PROJECT MANAGEMENT SKILLS

Jira, Trello, Project vision/design & build, freelance recruitment & management, scheduling, record keeping, book keeping

WORK HISTORY

USER EXPERIENCE PRACTICE LEAD - SILKWOOD VALLEY LTD (2016 – PRESENT)

I am the User Experience Practice Lead at a software development company working within the product design department to create and deliver the user experience strategy for mobile and web applications. My role includes identifying business and user needs, creating and updating personas, customer journey maps, service blueprints, sketching, creating wireframe & interactive prototypes, user testing and using Adobe analytics to identify areas for improvement based on usage data. I work closely with the PO's to create user stories and drive acceptance criteria fed directly from prototypes and wireframes where needed ensuring that the development team understand the way the user should travel through the product. I also work as the design/frontend PO creating tasks and prioritising the frontend backlog to so the frontend/design to work lean.

LEAD DESIGNER & FRONTEND DEVELOPER - MULTIWORK (2015 – 2016)

Working as the lead designer & frontend developer on a website that helped blue collar workers find temporary employment. I was brought in to work with the existing frontend to make it mobile-friendly and optimized for all browsers. Whilst doing so I created a basic custom bootstrap like framework which was used throughout the development team to keep the frontend consistent on all platforms. I also created, implemented and maintained google analytics including google tag manager, heatmap mapping, screen recording software like Hot Jar and marketing software exit monitor, using them to inform other departments on the websites performance and help implement business strategies.

MULTIMEDIA SPECIALIST TEAM MEMBER - THE PRISON VIDEO TRUST (2013 TO 2015)

Working within the core team to establish a national prison multimedia channel that supports the rehabilitation and resettlement of offenders across England and Wales. Responsibilities included: design and management of web profile and branding plus multimedia project delivery in prisons. Online at: www.prisonlearningtv.org

MULTIMEDIA SPECIALIST ASSOCIATE - LIPPY PEOPLE ORGANISATION (2010 TO 2015)

Working within the associate core team on over 150 projects as a provider of web and film based media services within social support settings. Responsibilities include: website design and build, film production and directing, project development, sound recording, creative collaboration with service users, archive management and online publishing.

FOUNDER - YMC.TV (2010 TO 2015)

Established and produced an online music channel for young music talent that specialised in working with unsigned grime and UK hip hop artists to produce music videos that share their life experiences. My channel has produced over 100 videos across Yorkshire and the UK and has an audience of over 100,000 across the UK and Europe.

TRAINEE MULTIMEDIA WORKER - LIPPY FILMS LTD (2008 TO 2010)

Working within the delivery of online, design and film projects for corporate and social clients. Main responsibilities included: working with the managing director to develop their web profile, learning the full cycle of development through ideation sessions, visual prototyping, frontend and basic backend development all the way through to distribution, hosting and eventual maintenance. I also learnt filming and editing techniques.

QUALIFICATIONS

HND - LEEDS METROPOLITAN UNIVERSITY

- HND Interactive Media – Pass

SHORT COURSES

- Google Analytics & Tag Manager Course – Pass
- Adobe Analytics - Pass

A LEVELS - WAKEFIELD COLLEGE

- Film Studies - C
- Media Studies - C
- Photography - D
- Key Skills Level 3

GCSE'S – OSSETT COMPREHENSIVE

- English Language C
- English Literature C
- Maths C
- Science C
- Resistant Materials C
- R.E - C
- Citizenship C

ADDITIONAL INFO:

I have held a full driving license since 2009. I have recently purchased a camera drone and have started learning how to fly it. I've been creating small videos from the footage, drones give dynamic, unique angles that you just can't get with traditional cranes and Steadicams, it's been lots of fun!

REFERENCES: .

Eugene Piechura

Neil South