

# Miguel Perez

An enthusiastic and professional digital media specialist with proven graphic and highly technical skills. Eager to learn and versatile approach due to the rapid changes within the internet environment. Strong communications skills having the ability to be a team player with a good sense of humour.

## Technical and software snapshot

HTML, XHTML, CSS, XML, XPath, Javascript, JQuery

MySQL 5, PHP 5, Wordpress, Apache 2, XAMPP, J2SE, J2EE, JSP, Tomcat 4 and 5, Orion Server, Codeguide IDE

Flash CS4, Actionscript 2, Dreamweaver CS4, Photoshop CS4, Illustrator CS4, Indesign CS4, Imageready

SQL Server 2000, Access 2000, ASP 3 using VBScript 5, Internet Information Services, Microsoft Office 2007

Advanced knowledge of Windows NT to Server 2008. Basic knowledge of Linux, Perl

## Career Summary

### Freelance Web Designer & Developer. May 2009 – Present

Fulfilling my desire to see some of the world and have a broader working experience. I decided to leave Lloyd Northover and the country. I set up an office in Quito, Ecuador for three months and then travelled to Antigua, Guatemala to work for another three months and now working in London. Using the internet to its full potential I achieved locating new clients from Valencia, London and Hong Kong.

- Preparing proposals in response to prospective client emails
- Project managing, preparing timeplans on larger projects. Ensuring clients know the different steps in the full web development cycle
- Researching competitor websites to ensure client always have the competitive edge
- Brainstorming for new functionality which would help the client's customers while using the website.
- Using wireframes to create interfaces before beginning concepts.
- Creating multiple design concepts
- Working closely with the client refining the chosen concept to ensuring all their ideas have been implemented well
- Creation of HTML templates
- Implementing HTML templates into existing PHP / MySQL systems,
- Reading and understanding previous developer's undocumented PHP or Actionscript code
- Using PHP / MySQL Programming server side code PHP
- Implementing search engine optimisation techniques
- Preparing client training documentation, using Skype and video conferencing to train
- Adding content
- Eye to detail

### Clients

Villas Plots [www.villas-plots.com](http://www.villas-plots.com) | Eclectic Blue [www.eclecticblue.com](http://www.eclecticblue.com) | Kinky Ginkgo [www.kinkyginkgo.com](http://www.kinkyginkgo.com) |  
DesignBridge [www.designbridge.com](http://www.designbridge.com) | Future Cinema [www.futurecinema.co.uk](http://www.futurecinema.co.uk) | Brasserie James [www.brasseriejames.com](http://www.brasseriejames.com)

### Senior Web Developer – Lloyd Northover, Soho, London. June 2000 – May 2009

#### About Lloyd Northover

As an international corporate branding consultancy Lloyd Northover provide creative solutions to strategic problems. Their aim is to give companies competitive advantage by making them highly visible, clear and compelling.

Their activities embrace corporate and e-branding strategy, design and implementation; investor communications; corporate and marketing communications in print and online; information and signing systems; business environments and corporate advertising.

#### Role description

As an experienced developer my role entails an involvement of all the agency's web projects from a technical stand point.

Solely designing a J2EE Content Management System named MediaEngine, and developing the system with other J2EE developers. I designed software with well known Object Oriented design patterns. The Data Access Object pattern is used for data persistence level. The data is stored as XML Beans in the database and inside a memory cache at the application server

level. Allowing high speed data delivery and massive read loads being placed on the server. The MVC pattern was used for Servlets and JSP templates. I created a JSP custom tag libraries to gain easy access to a mixed media content repository. I programmed several open source components into the software such as Apache Lucene a Document Search library and a TreeView navigation controlled by XML and DHTML.

The CMS was designed to allow companies to easily create multiple websites. Internet, intranet and even extranet each with their own domain names. With the correct privileges users are able to create or edit web pages using templates already approved by the company and designed by highly competent web designers. Users are able to rich and share content between sites User access control of web pages.

The sole design and development of an enterprise J2EE email marketing software product named Brandemail. It's a multi-threaded application using the Java Mail API library. I created the software to allow users to update their company's branded designed and management controlled email templates. I implemented a Word styled DHTML user interface with an instantaneous preview of the email edited. Once emails were sent clients had the ability to track in detail the impact of the campaign by viewing various combinations of statistics.

- Creation of online and offline Flash animated applications with a J2EE client access back-end. The information uploaded would be checked and formatted into dynamic XML files sitting readily available on the web server to be used by client Flash applications.
- Development of interactive Flash banner advertising, prepared for all the standard size formats for large blue-chip clients.
- Administration of our clients company servers to ensure above 99% uptime. The servers operating on a combination of Windows and Linux operating systems.
- Communicating with clients their requirements and making recommendations as to how to improve on their ideas.
- Dependant on clients requirement or on our recommendation. Testing public and private sector websites conform to W3C's current Specification Guidelines 1.0 and the Working Draft 2.0 Guidelines.
- Creation of client training manuals using a mixture of written text, graphics and video elements.
- Taking a designers concept and expanding on the concept to create a site with hundreds of unique looking pages helped by using design applications like Photoshop and Illustrator. While maintaining the consistency of primary elements of the site.
- Creation of HTML by hand or by Dreamweaver, covering all the different specification from HTML 3.2 to HTML 4.2. and now on to the latest XHTML Transitional specification.
- Handcoding of CSS 1 and CSS 2, making a concerted effort to place all presentation information in the CSS stylesheets rather in the HTML.
- Regular testing of sites on all browsers and all platforms to ensure clarity and legibility of all pages.
- Occasional preparation of marketing department web page statistic reports.

## Clients

Nation Savings and Investments [www.nsandi.com](http://www.nsandi.com) | Lexus Europe | Infiniti Cars | Friends Provident | Companies House [www.companieshouse.gov.uk](http://www.companieshouse.gov.uk) | TDA [www.tda.gov.uk](http://www.tda.gov.uk) | Welsh Development Agency [www.becauseyoucan.com](http://www.becauseyoucan.com) | Star [www.star.net.uk](http://www.star.net.uk) | Home Office [www.ind.homeoffice.gov.uk](http://www.ind.homeoffice.gov.uk) and [www.workingintheuk.gov.uk](http://www.workingintheuk.gov.uk) | Barbican [www.barbican.org.uk](http://www.barbican.org.uk) | Thomas Cook

## Web Specialist - IBM United Kingdom Ltd - Manchester & Basingstoke. January 1998 – June 2000

### About IBM UK

IBM strive to lead in the creation, development and manufacture of the industry's most advanced information technologies, including computer systems, software, networking systems, storage devices and microelectronics. Their worldwide network of IBM solutions and services professionals translates these advanced technologies into business value for their customers. Revenue \$88.4 billion in 2000.

### Role Description

The role involves working for the marketing division of IBM. All work produced is for IBM Europe Internet, Intranet and Extranet web sites using raw HTML through to database driven Lotus Notes.

- Responsibility of the [www.ibm.com/uk](http://www.ibm.com/uk) website.
- Communication with clients to discuss requirements, ideas and concerns
- Regularly travelled to IBM offices around Europe to transfer site production resources to other country locations
- The ability to design a web site from beginning to completion

- Creation of interface, including navigation systems, structure and page flow logic
- Generate effective graphics while maintaining a technical eye on download size and interface design
- Maintenance to existing sites continually thinking of new ways of making each one more appealing and functional to the user
- A methodical and accurate approach in testing all areas of pages prior to them going live
- Thorough understanding of impact on brand identity
- Maintain project schedules and ensure all deadlines are met
- Understanding the capabilities of Web browsers across multiple platforms
- Capability of self directed learning, being aware of technological advancements
- Ability to work equally well independently or in a team, in a busy office environment.

## **Publishing Specialist - IBM United Kingdom Ltd - Basingstoke. March 1997 – January 1998**

### **Role description**

Responsible for giving a full Publishing service handling all aspects of data, text, graphics, images, and finished work using the current technology along with its associated application software. The work also involves the following responsibilities:

- Liaising with customers relating to work being carried out
- Ensuring all work completed is error free and is within customer deadlines
- Ensuring all Publishing procedures and guidelines are adhered to
- Creating and formatting bids and proposals
- Production of brochures, leaflets, charts and diagrams
- Creation of presentation foils for screen shows.

## **Post Room Clerk - IBM United Kingdom Ltd - Basingstoke. March 1995 – March 1997**

## **Education**

### **The Wyne School**

1987 – 1992  
Basingstoke

### **Queen Mary's College**

1992 – 1995  
Basingstoke

### **GCSE's**

Spanish	A
Maths	B
English	C
Geography	C
Business Studies	C
Science	D,D

### **A-level**

Spanish	C
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### **Other**

Customer Service NVQ Level 3

## **Personal Details**

**Date of birth** 15 September, 1975.

**Status** Single

**Interests** Keeping fit by playing football, running marathons and visiting the gym. Snowboarding.  
Socialising with friends and family.