

DAN MOFFAT

WEB DESIGN/DEVELOPMENT/SEO
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A bright, hardworking and creative front-end web design professional with 2 years freelance experience servicing a wide range of clients, as well as three months creative agency experience. Committed to high quality design and build, and delivering flawless and functional web-sites which benefit businesses. Entirely self taught and benefiting from a scientific educational background, with a burgeoning enthusiasm for design and the future of digital.

EDUCATION

2005 - 2009 Bristol University

Physics with Astrophysics MSc; incomplete

1999- 2005 Wilmslow High School

3 A Levels (Physics, Mathematics, Biology)

10 GCSEs, (five at A*, 5 at A, including Maths, Double Award Science, English Literature and Language and German)

GNVQ Information Technology (Merit)

SKILLS

Primary

XHTML, CSS (including CSS3), Wordpress, jQuery, Wordpress, Photoshop, Dreamweaver

Secondary

Javascript, PHP, SQL, InDesign, Illustrator, Flash, Drupal, Joomla

INDUSTRY EXPERIENCE

View from the Edge - <http://www.duncanmoffat.co.uk>

A portfolio website for a freelance creative director with experience on Berghaus, Rohan and Barbour accounts. Using indexhibit CMS.

Christine Harrison Photography - <http://www.chrisharrisonphoto.com/>

A simple photographic portfolio with extensive use of jQuery. Client wanted the site to have as few design elements as possible to allow the visitor to focus exclusively on the images.

Riley Fitness (Version 2) - <http://www.codemonkeydesign.co.uk/leeriley/>

A redesign of a website for an existing client; personal trainer Lee Riley. The aim was to present a friendly face to the public to encourage people to train with Lee who ordinarily wouldn't due to his hard-core military background. In the end the client refused the design but I include it here as an example.

Jai Fine Ceramics - <http://www.jaifineceramics.com>

Used Dreamweaver to develop high-concept website for fine ceramics import website, utilising combinations of advanced jQuery technique to achieve a unique, striking design. The client required a low-maintenance site with strong visual impact evoking key ideas of quality and artisanship, encouraging customers to trust the value of the products and reliability of the company.

Riley Fitness (Version 1) - <http://www.rileyfitness.co.uk>

Design, site-build and SEO for record-breaking ex-marine Lee Riley following the launch of his personal trainer and military fitness business last year. With a results-driven and highly-ambitious client, it was vital to work closely with him to define and deliver on the brief, which entailed aligning the content and site design with the businesses' brand values and provide integrated blog and social networking features. Implementation of the SEO strategy has resulted in a ten-fold increase in site traffic and raised online visibility, while the launch of the website has significantly boosted Lee's client base and resulted in the growth of a loyal social media community around his blog.

January-March 2010 - Design and Finished Artwork Assistant, Joe Public Advertising

Three month internship completed at one of Manchester's longest-established boutique advertising agencies. Responsibilities included supporting the Studio Manager, print production, photo manipulation and layout for 100+ page catalogue for the agencies' anchor client. Also developed a range of infographic icons for the catalogue, and attended client meetings in Manchester and Milton Keynes.

Other websites

administar.co.uk, jonathonbeattie.com, joepublicltd.com, lancastriaroofing.co.uk, desfildes.com, christineharrisonphotography.co.uk*, spinchix.com**.

OTHER EXPERIENCE

January-December 2009 - The Merlin Hotel

One year experience within a busy bar/restaraunt spanning a range of roles, including waiting on, front of house, concierge, sous-chef and breakfast chef duties. Variously organised seating, orders and prepared meals for up to 50 covers per sitting as required. Developed strong customer service skills.

INTERESTS

Art and Design.
Fitness and outdoor pursuits, including running, angling, kitesurfing and snowboarding.
Music - including playing guitar as well as digital composition.
Cooking and cuisine.
The internet and internet culture.

REFERENCES AVAILABLE UPON REQUEST