

Personal Information

Name Matthew Dakeyne

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Profile

Highly adaptable creative web developer with over 8 years experience working within both design agency & corporate business environments. Comfortable leading or working within a team or on own initiative with strong interpersonal and business communication skills. Always performs to a high standard with a keen eye for detail.

Core Skill set

- **Design Processes:** User profiling, User Journeys, IA (Information Architecture)
- **UI Design :** Wireframe Production, Conceptual Design (utilising: Adobe Photoshop, Illustrator, Fireworks)
- **Front end UI/Web Development** (utilising: Semantic HTML/CSS. Web standards & accessibility. Cross Browser Development. jQuery Javascript Framework)
- **Client/Business/Vendor Relationships:** Production of web project scope, effective management of client expectations, development of business web strategies.
- **Project Management:** Leadership & delegation of work in design & development teams. SCRUM.

Web Technologies & Techniques

- Hand coded semantic HTML & CSS
- SEO (Search Engine Optimisation)
- HTML Email Production
- Social Media & Data Aggregation
- PHP/mysql
- Adobe Flash
- XML/XSLT

Applications & Systems

- Adobe Suite: Dreamweaver, Photoshop, Illustrator, Fireworks, InDesign.
- phpMyAdmin
- Visual Studio /.net/C# dev environment
- WordPress environment
- MS Sharepoint environment.
- Mac OSX & Windows Operating Systems
- Basecamp

Qualifications

Higher 2:1, BA Digital Arts.
Further Distinction. Adv GNVQ IT (equivalent to 3 x "A" grades at A level)
Secondary 8 GCSEs including Maths and English

Employment

March 2010 – Oct 2010

Senior UI Designer / Front-End Developer. Netmatter, Wokingham, Berkshire.

- Liaising with clients to discover their web project requirements in order to build out creative briefs.
- Production of site maps, user journeys & wireframes to ensure good end user experience, help clients realise design process & ultimately increase clients website conversion rate.
- Design & build websites to current web standards with focus on usability & ensuring markup was fully optimised for search engine indexing.
- Integration of static HTML templates into dynamic custom .net/MVC frameworks & Wordpress environments.
- Production of email marketing material & configuration of MailChimp systems.

December 2008 – March 2010

Head of UX (User Experience) / Lead Digital Designer. MF Global, London.

- Meeting with the business (the client) to discuss objectives of web projects in order to supply a project scope & timeline.
- Managing the design & development teams ensuring projects were delivered in a timely manner, that scope was adhered to & or adapted to suit business needs whilst keeping clear communication open at all times with business in order to effectively manage expectations.
- Working alongside development teams to improve usability of financial trading platforms/applications.
- Developing improved user experience through the production of user profiling, user journeys, site maps & wireframes.
- Producing conceptual designs & HTML templates of websites & internal user interfaces.
- Integration of HTML templates into MS Sharepoint development environments.
- Working with external freelancers to ensure services provided were of quality & met company branding guidelines.
- Meeting with, developing relations & working with external vendors providing web design/development, SEO, enterprise level mass email marketing systems, website content & web analytics.
- Communicating effectively with compliance department to ensure all web published material was FSA compliant.
- Effectively utilising: XHTML, CSS, jQuery, Visual Studio, Dreamweaver, Photoshop, Illustrator, IIS, Webtrends, Exact Target Email Marketing Systems, Basecamp.

March 2008 – December 2008

Senior Web Designer / Developer. Underground Digital Media, Chelmsford, Essex.

- Mentoring junior designers, helping them to develop companies' branding & conceptual designs, realise web standards & how to optimise websites for end user accessibility & SEO.
- **football.co.uk**
 - Design & produce website conceptual designs, HTML/CSS templates & integrate website interactivity from the initial design process to & throughout ongoing website development with focus on enhancing end user experience & website portability/scalability.
 - Oversee front end development ensuring compliance to web standards to produce content rich & accessible HTML.
 - Extend & develop .net controls / XML translations using XSLT.
- Effectively utilising; XHTML, CSS, jQuery, XML/XLST, Visual Studio, Dreamweaver, Photoshop, Illustrator, SEO techniques.

June 2006 – February 2008

Web Manager / Creative Web Developer. Swan Design, Leigh on Sea, Essex.

- Meeting with & evaluating clients' needs & budget to produce suitable project scope.
- Setting & cohering to web project scope, budget & timeframe.
- Manage & delegate work within the web department, ensuring to meet company set goals & targets.
- Working on & liaising with City of London based design agency on their outsourced web projects.
- Design & build websites to web standards, meeting accessibility needs for human interaction & search engine indexing.
- Extending & developing bespoke built Content Management Systems.
- Effectively utilising; XHTML, CSS, PHP, MySQL, Flash, Javascript, phpMyAdmin, Photoshop, Illustrator, Dreamweaver, SEO techniques.

June 2005 – June 2006

Web Designer / Developer. DXI Easycall, City, London.

- Develop company branding.
- Design & implement call centre script user interfaces for high profile clients (Bosch, Talk Talk, Scottish Power).
- Design & code script user interfaces using Code Charge, PHP/MySQL, XHTML/CSS, Photoshop.

August 2003 – June 2005

Graphic / Web Designer. Digital Village, Romford, Essex.

- Produce monthly 20 page adverts for major music technology magazines (Sound on Sound / Various Future Publications)
- Re-design primary E-Commerce website to improve company's image, usability & ultimately increase website sales.
- Design, code & distribute HTML mailouts using Photoshop, Dreamweaver, E-Marketing software.

Interests

Contemporary web design design & technologies. Music. Real food. Strength training. Film. Home improvement.