

# joel delane

44 Manor Way, Borehamwood, Hertfordshire. WD6 1QY

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CSS3, Cross-Browser Functionality, Dreamweaver, Final Cut Pro, Fireworks, Flash, Git, Grunt, Gulp, HTML5, Illustrator, iDesign, Javascript, Jira, jQuery, jQuery Mobile, Magento, Microsoft Office, Mobile Development, MySQL, Photoshop, PHP, Premiere, Responsive Web, Social Media, SVN, Video Encoding, W3C, Wordpress.



## Employment History

### Monitise Create. London. W1F 8BH

July 14 - Present Day : Web Developer

Mobile web development for clients like Fiat, Visa and Santander. Developing mobile products and prototyping on innovating current projects. Development on Mobile Web & Wordpress platforms using HTML5, CSS3, JS & Responsive Development.

### Lewis Ecommerce. London. W1F 8AH

June 13 - June 14 : Frontend Web Developer

Multiple site development & user experience testing for leading brands in fashion, cuisine & lifestyle. Development on Magento & Wordpress platforms using HTML, CSS, PHP, JS & Responsive Design to name a few practices. One of two lead frontend developer in 10 strong team.

### Stylistpick. London. EC1R 0EQ

Nov 10 - June 13 : Lead Frontend Web Developer

Site development, design and user experience testing for online fashion retailer. Development on a Magento platform using version control (SVN) Design & development for online brand and creative strategy. Lead frontend developer in 10 strong team.

### PlayPhone EMEA. London. WC2N 4JF

Jan 09 - Oct 10 : Web / Graphic Designer

Landing pages, print advertising & banner campaigns for clients e.g. Sugar, Disney & Liverpool FC. Assisted the tech department with web development. Developed the new WAP site for mobile content downloads. Developed the branding and corporate identity for the company. Initiated campaign development in content direction and promotions.

### April-Six Ltd. Middx. UB9 6JA

Apr 08 - Oct 08 : Digital Designer

Initiated and developed email campaigns and micro sites for leading technology brands like Microsoft, 3Com, Symantec, Seagate, Ricoh, Epacot, Experian and many more. Liaised with art workers and clients on development or current and new projects. Attended conferences and held meetings for development of new and existing projects. Designed banner and promotion campaigns for leading digital marketing brands.

### ASOS. London. NW1 7FB

March 08 : Front-End Designer

Created newsletter templates, banner creation and sliced up imagery for promotional material.

### KarmaDownload.com / Karma Music Group. London. NW1

July 03 - June 06 : Website Manager

Initiated & developed site creation and design for the UK's top independent download service. Integral skills used everyday for general site maintenance and promotions. Initiated banner ad campaigns and built up relationships with online marketing companies. Built up the largest collection of unsigned acts selling their music online. Including A&R work. Site A&R including chart collation and banner creating using music knowledge gained in my 3 years.

### Elektra Records / AOL Time Warner. New York. NY.

Jan - Apr 03 : New Media Intern / Webmaster

Planned and designed artist websites; updated corporate websites; maintained existing websites. Aided online staff with general site maintenance, creating & updating content; designed materials. Worked with departments on various facets of day-to-day duties. Disseminated via the internet, information about promotions, appearances, tours, news, etc. Empowered and provided fans with tools to increase awareness about the artists and their music. Researched and assisted in the design of the company's digital distribution website.

## Client List



## Education

Leeds Metropolitan University. Leeds. LS1.  
1999-2002 Degree in BA Hons in Graphic Art & Design.

University Of Hertfordshire. Hatfield, HERTS.  
1998-1999 Degree in Foundation Studies

Queen Elizabeth Boys School. Barnet. HERTS.  
1991-1998 GNVQ Art & Design Advanced : Merit  
GCSE Qualifications : 9

## Interests

I spend much of my time socializing with a wide & varied network of friends. I have travelled to America & Thailand, for business & pleasure. My main interests are music and technology. I enjoy DJing as well as listening to everything from Popular Music to Rock. I enjoy going to many concerts and live events. I'm a passionate sports fan and enjoy many outdoor activities such as football, running, swimming & snowboarding. I'm married and have two children, a boy & girl, who I enjoy spending most of my spare time with.

## References

### FREELANCE CONTRACT WORK

For examples of freelance web and print contract work, please visit my website.  
www.joeldelane.com

ALL REFEREES AVAILABLE UPON REQUEST