

ELLEN WELSH

FRONTEND DEVELOPER & DESIGNER

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PERSONAL PROFILE

Creative Front End Developer with 2+ years experience in designing, developing and maintaining responsive websites and web applications in the hospitality industry. Proficient in HTML, CSS, JavaScript, Adobe Photoshop; plus modern libraries and frameworks including Vue.js.

EXPERIENCE & ACHIEVEMENTS

LEAD FRONT END DEVELOPER AND DESIGNER

St Christopher's Inns & Belushi's Bars (Beds & Bars) / 2017 - Present

KEY RESPONSIBILITIES

- Maintaining all the company's main websites & charity websites
- Front end development for websites, landing pages and marketing campaigns - from design to test and up to production deployment
- Research industry trends and websites to provide top quality design
- Communicate directly with teams to establish project parameters, competitor analysis, produce web-site mock-ups before development phase, and communicate progress throughout the project to ensure company satisfaction
- Test front-end code in multiple browsers to ensure cross-browser compatibility
- Participate in projects in all stages of the product life cycle
- Maintain brand standards under company guidelines
- Coordinate small teams and train end-users on performing necessary updates
- Optimize content for page speed to obtain higher rankings on Search Engines and on-site SEO implementations to increase traffic to websites to achieve top score in load-time performance

KEY ACHIEVEMENTS

- Leading frontend development for the redesign and rebuild of the companies main website and booking engine using Vue.js. Working closely with backend developers, designers and marketing to complete the project.
- Redesigned and dramatically simplified overly-complex websites, while improving functionality. This included migrating content from an outdated CMS into Contentful
- Increased front-end efficiency by coding new layout and transferring travel guides over to contentful and brand-associated them with the main site and other guides
- Developed several apps with Vue.js

JAVASCRIPT DEVELOPMENT

General Assembly / 2018 - 2019

- Integrated social media applications on web sites and blogs.
- Developed first app with Vue.js - Filter Bubble
- Making new connections within the industry

EDUCATION

JAVASCRIPT DEVELOPMENT

General Assembly / 2018 - 2019

BLENDED DEVELOPMENT PROFESSIONAL PROGRAMME

Just IT, London / 2016 - 2017

BA HONS PRINT DESIGN & BUSINESS STUDIES, 2:1

University of Brighton / 2011 - 2015

ART & DESIGN FOUNDATION DIPLOMA

West Suffolk College / 2010 - 2011

A LEVELS (A* - C), 10 GCSE'S (ALL A - C)

Thurston Upper School / 2005 - 2010

TECHNOLOGIES

CODING & TECHNICAL

[HTML](#) [CSS / SCSS](#) [PURE CSS / CSS GRID](#)
[VANILLA JS](#) [VUE.JS](#) [JQUERY](#) [GIT HUB](#)
[SQUIZ MATRIX - CMS](#) [WEB ACCESSIBILITY](#)
[CONTENTFUL](#)

DESIGN

[IN-HOUSE DESIGN](#) [PHOTOSHOP](#) [ILLUSTRATOR](#)
[LIGHTROOM](#) [INDESIGN](#) [RESPONSIVE](#)
[DESIGN](#)

PROJECT MANAGEMENT

[AGILE / SCRUM](#) [JIRA](#) [SLACK](#)

PERSONAL SKILLS

[INTERPERSONAL SKILLS](#) [INITIATIVE](#)
[CREATIVITY & INNOVATION](#) [COMMUNICATION](#)
[DEDICATED & HARD WORKING](#) [EXCELLENT](#)
[PROBLEM SOLVING](#) [DELIVER ON DEADLINES](#)

EXPERIENCE & ACHIEVEMENTS

FREELANCE FASHION PRINT DESIGNER

Nuprimary, New York / 2018 - 2019

- Research upcoming trends & create inspiration / mood boards
 - Developing work from mood boards / brief provided by the company
 - Handpainting, drawing and developing designs in Photoshop to industry level
 - Working with clients all over the world, selling printed patterns to companies including Banana Republic & Macey's New York.
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PRINT DESIGN ASSISTANT, GRADUATE SCHEME

Karen Millen / 2015 - 2017

- Working as a member of the design team painting, illustrating and designing a number of best selling products.
 - Developed a very successful Atelier print project concept with Design Director. Responsible for overseeing entire print development during the project. An in-depth understanding of brand identity was crucial when creating the designs using paintings, drawings, and illustrations. The patterns were created in Photoshop to industry level.
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FREELANCE PRINT DESIGNER

EyeFix Int, London / 2016 - 2017

- Developing work from mood boards/brief, hand-painting and sketching designs
 - Selling designs to companies including Reiss, ASOS & Tommy Hilfiger.
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PRINT DESIGN INTERN

Rebecca Taylor, New York / 2014

- A particular focus on design, colour & fashion illustrations using Illustrator and Photoshop.
 - Created prints for two New York Fashion Week shows and main collections
 - Developed exclusive print for Bloomingdales.
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DESIGN INTERN

Hannah Coffin/ Needle & Thread, London / 2013

INTERESTS

SWIMMING & SKIING

TRAVEL

PHOTOGRAPHY

DESIGN

READING

FILM

TECHNOLOGY

FASHION

MUSIC