

# alan moore

## curriculum vitae / resume

www.alanmoore.info  
contact@alanmoore.info

### skills

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#### The Necessities

Hand-coding standards compliant, search engine optimised web sites in XHTML, HTML, CSS + JavaScript  
Constructing motion graphics + complex web sites with Macromedia Flash with ActionScript  
Developing dynamic, database-driven, interactive sites in PHP + MySQL  
Administering Apache web servers, with multiple virtual sites, email accounts, domain names + statistics  
Familiar with, and able to test for: usability rules, accessibility guidelines + browser incompatibilities

#### Software + Operating Systems

Dreamweaver, Flash, Fireworks, Photoshop, Illustrator, InDesign, Acrobat, FTP  
Supporting + maintaining a mixed network of Windows PCs and Apple OS X Macs with OS X Servers

#### People + Management

Comfortable facing both existing + potential new clients at all levels of knowledge  
Able to interpret client + colleague requirements to produce technical + design solutions to match their needs  
Managing web requirements within other departments, i.e. graphic designers, copy writers, directors, etc.  
Happy to work independently, taking projects from start to finish, or to work in a team on larger tasks

### employment

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#### October 2008 – July 2009 **Chester, UK and Baltimore, MD**

##### FREELANCE WEB DESIGNER / DEVELOPER

Multiple web sites (see portfolio for details); Managed migration of 120+ domain names for a previous employer

#### October 2007 – October 2008 **Chester.com, Chester, UK**

##### INTERNET MANAGER

**Technical lead for Chester.com;** Creating features for web site + incorporating new technical concepts into site.  
Analysing Google Analytics statistics; SEO; Design + construction of web sites for clients; Managing web production; Web server administration + support

#### November 2003 – September 2007 **Eclipse Creative Consultants Limited, Chester, UK**

##### INTERNET + IT MANAGER

Design + construction of web sites for clients; Managing company IT policy + purchasing; Network management + support; Managing web production; Web server administration + support

- 2007 Lead development of new web site for Blue Chip client, using XHTML, CSS, AJAX, PHP, MySQL + Flash. Utilised video + integrated Google Maps. Applied transcendent web design principles to a 'content-out' structure to create a 'premium brand' feel for site whilst maintaining search engine friendliness
- 2007 Upgrade of studio, fitting Gigabit ethernet, designing new network layout + installing new Intel Macs
- 2006 Migration from HTML to XHTML + CSS for standards awareness + search engine friendliness
- 2005/6 Building a complete web application in PHP/MySQL to allow licensees of a company to cross-reference customer requirements against property database + send on information, using only a web browser

## selected previous employment

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### **June 2003 – October 2003 Iceland Frozen Foods, Deeside, UK**

CUSTOMER SERVICES RESOURCE ADVISOR

A five-month break from the new media sector before returning in November 2003

### **October 2002 – February 2003 Westwood Marketing & Design Consultancy, Chester, UK**

FREELANCE WEB DESIGNER

Two high concept, all Flash sites for a schools magazine + a property firm; Rebuilt a college web site to meet accessibility requirements

### **May 2002 - July 2002 Graham's Machinery Sales, Chester, UK**

WEB DESIGNER (Contract)

Redesigned + updated web site; Constructed new site; Registered site with major search engines

### **May 2000 - December 2001 Trinity-Mirror Digital Media, Chester/Liverpool, UK**

WEB DEVELOPER (North West)

Web design for commercial clients + newspapers (Liverpool Echo series + Chester Chronicle series); Migrated web sites from UNIX servers to Windows 2000 Server; Banners + Flash animations for regional portals

INTERNET CO-ORDINATOR (Chester Chronicle Series)

Design + maintenance of web sites for Chester Chronicle series; Coordinated other departments within the Chronicle relating to Internet issues; Direct contact dealing with external companies

### **February 2000 - April 2000 Strawberry Fields Marketing Solutions, Shropshire, UK**

WEB DESIGNER / DEVELOPER

Creation of web sites in HTML; Assisted with PHP/MySQL ecommerce site; Flash animations

## qualifications

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### **Industry-Based Training**

2001 Advanced ColdFusion Development + Fast-Track to ColdFusion

### **Standard Qualifications**

1998 NVQ Level 3 Information Systems Design + Programming; NVQ Level 2 Using Information Technology

1995 A-Level Geography, A-Level Economics & Economics Extra Paper

1994 The Young Enterprise Examination

1993 GCSE Computer Science (Grade A); GCSE English, Geography, Mathematics and Media Studies (all Grade B); GCSE Art & Design, English Literature + French (all C)

## education

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### **1995 - 1997 Lancaster University, Lancaster, UK**

Studied BSc Computer Science, for two years. Elements of the course covered included: Formal notation, computer systems architecture, software design + database systems; Programming in Ada + C

### **1988 - 1995 Elfed High School Buckley, UK**

Achieved GCSE + A-Level qualifications + Young Enterprise qualification detailed above

## references

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Professional references are available upon request