

LOUISE FERNANDES

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SKILLS

HTML

CSS

JavaScript

jQuery

Accessibility

Adobe Photoshop

Adobe Illustrator

User journey
mapping

Wireframes

Data requirement
mapping

System integration
analysis

Problem solving

Project management

PROFILE

I am a frontend developer with 18 years' experience. Over this time, I have worked with multiple different code bases whilst keeping a focus on frontend coding languages of HTML, CSS and JavaScript. I thrive on making beautiful, accessible, and technically efficient front-end experiences. My organisational skills help me to keep well practiced in UI operations and project management. I love the balance of creativity and technical skills in front-end development and enjoy the challenges that come with the constantly improving technology to enable me to keep learning.

KEY PROJECTS

HubSpot App

Collaboration with stakeholders to review and update wireframes for user journeys in order to plan content layout. Creation of HTML structure and CSS to achieve the layout. Including guiding backend developer to implement HTML tag attributes and JavaScript required to achieve layout and user interaction functions.

Site creation system for event websites (EB8)

Solely responsible for semantic HTML5, SASS based CSS and JavaScript to build the frontend of a component-based set of widgets to allow site creation through a Drupal CMS. Drupal UI CSS updates as UX improvements for an intuitive back-office.

System migration from (to Drupal and upgrades to new versions)

HTML structure improvements and updates required for new system setup. Migration of CSS to SASS. Migration of JavaScript to work within Drupal behaviours.

Responsive site rollout

Converting designs for multiple sites into responsive HTML structure and CSS from previously separate m-dot and desktop sites.

User authentication pages

Creating HTML and updating CSS to create login page layouts for a Bootstrap based system.

AWARDS AND ACHIEVEMENTS

Winner

UK Employee of the year - Infopro Digital Awards 2023

Winner

Product Support person of the year - Infopro Digital Awards 2023

Winner

Product Support person of the year - Infopro Digital Awards 2019

Silver award

Support person of the year - Infopro Digital Awards 2018

Winner

Support team of the year (Digital) - Infopro Digital Awards 2018

Winner

Digital person of the year - Incisive Media Awards 2014

Runner up

Digital person of the year - Incisive Media Awards 2013

Winner

Innovation of the year - Digital team Awards 2013

EMPLOYMENT

Infopro Digital | *Senior UI Developer* — April 2017 - Current

Responsive HTML, CSS and SASS for frontend and CMS UI. JavaScript for client-side functionality. Development specifications for frontend builds. Internal training for multiple teams with in the business on system use for content creation. Management of accessibility and brand design guidelines requirement for best practice implementation and adherence. Data integration setup planning for GA4 migration and Piano to HubSpot user engagement tracking. Ownership of Piano template design and Composer implementation for paywall management.

Incisive Media | *UI Developer* — January 2014 - April 2017

HTML templates, CSS for frontend. JavaScript for client-side functionality. Development specifications for frontend builds.

Incisive Media | *UI Developer* — August 2012 - January 2014

Animated and HTML adverts. HTML email templates. Web site styling and client-side functionality in CSS and JavaScript. Site template set up in HTML and Ruby on the Rails.

A2 Management Systems | *Graphic and Web Designer* — July 2006 - June 2011

Graphics for website and print branding. Updating HTML and CSS for site templates. Maintaining ASPX based templates for frontend and CMS UI. Liaising with clients and printing companies for design requirements. Creating animated banners and full websites using both Flash and Photoshop.

FREELANCE PROJECTS

Engagement Hub Ltd | *UI Developer* — February 2023 - Current

HubSpot app for user engagement reporting and contact list creation to management marketing workflows.

Busy Bee Organisers Ltd | *UI Developer* — August 2020 - February 2021

Wordpress site setup and theme installation. Custom design updates utilising widget configuration options and CSS coding. Plug-in research and review to advise on requirements for specific site features.

Eduserve | *UI Developer* — February 2016

Authentication page templates for their OpenAthens education access system.

Computing.co.uk | *Graphic Designer* — 2013 - 2014

Series of infographics for a series of sponsored campaigns with Intel and HP.

EDUCATION

University of Central Lancashire — 2002 - 2005

BSc Media Production and Technology

2:1 with honours

St Vincents College, Hampshire — 1999 - 2002

City and Guilds Media Techniques: Radio & Journalism and Video & Television Production – Four Distinctions and Four Credits.

GCSE Law (C) | AS Film Studies (A) | AS Photography (C) | A-Level Media Studies (B) | A-Level Philosophy (D)

Brookfield secondary school, Hampshire — 1994 - 1999

English Literature and Language (B) | Mathematics (B) | Double Science Award (C) | Art (A) | History (C) | French (C) | Graphic Design (C) | CLAIT (pass)

INTERESTS AND HOBBIES

Reading: Fiction novels; Philosophy; Autobiographical and Factual books based on the film, video and music industries; and Comics and Graphic Novels.

Film and TV: Watching. Analysing for narrative, design and technical skills. Science fiction is my favourite genre.

Writing: Horror and science fiction.

Gaming: Board games, card games and video games.

Sewing: Alterations; Handmade clothing; Accessories and Soft furnishing.

REFERENCES

Available on request