

# Pete Williams

Web Developer & UX Designer

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## Profile

I'm an enthusiastic and pro-active **Web Developer and UX Designer** who makes easy to use websites and applications by discovering how users *really* think.

With 15 years experience of designing and developing websites and web applications, I have an excellent understanding of how technology can be used to align the requirements of both the business and the customer.

## Objective

I am seeking a new challenge in a progressive and customer-centric organisation where I can make the most of my love of technology and my knowledge of user-centred design techniques.

My passion for learning - and my involvement in the London development and UX communities - means that I can continually offer the latest technology, practices and ideas to the team, ensuring the company is at the very forefront of customer experiences.

## Skills Summary

### Front-end Development

Core Skills	Techniques
<ul style="list-style-type: none"><li>• XHTML (1.0 Strict)</li><li>• CSS 2.1</li><li>• CSS 3</li><li>• JavaScript<ul style="list-style-type: none"><li>○ Object-Oriented JS</li><li>○ AJAX</li><li>○ DOM scripting</li><li>○ JSON</li><li>○ jQuery</li><li>○ Mootools</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Web standards</li><li>• Accessibility</li><li>• Progressive enhancement</li><li>• Microformats</li><li>• Cross-browser compliance</li><li>• Source control</li></ul>

### Back-end Development

Core Skills	Techniques
<ul style="list-style-type: none"><li>• PHP (4/5)</li><li>• MySQL</li><li>• XML</li><li>• Frameworks<ul style="list-style-type: none"><li>○ CodeIgniter</li><li>○ CakePHP</li><li>○ Smarty</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Object-Oriented Design</li><li>• Design Patterns</li><li>• MVC Architecture</li><li>• Database Design</li><li>• Linux Server Admin</li><li>• APIs: Twitter, Flickr, etc</li></ul>

### User Experience Design

Core Skills	Techniques
<ul style="list-style-type: none"><li>• <b>User Research</b></li><li>• <b>Information Architecture</b></li><li>• <b>Interaction Design</b></li><li>• <b>Prototyping</b></li><li>• <b>Usability Testing</b></li><li>• <b>Performance Optimisation</b></li><li>• <b>Analytical Evaluation</b></li></ul>	<ul style="list-style-type: none"><li>• Stakeholder Interviews</li><li>• User Interviews</li><li>• Heuristic Evaluation</li><li>• Card Sorting</li><li>• IA Tree Testing</li><li>• Site Mapping</li><li>• Persona specification</li><li>• Wireframing</li><li>• Paper/Rapid Prototyping</li><li>• Focus groups</li><li>• Usability Testing</li><li>• Accessibility Testing</li><li>• Multivariate (A/B) testing</li><li>• Statistical analysis</li></ul>

## Employment History

### Bite CP Ltd - Web Developer / User Experience Designer

Apr 08 – Present

*Clients include:*

*TfL, Oracle, Zoggs,  
Asda, John Lewis,  
Hitachi, Samsung  
and McDonalds*

As the most experienced member of the team at this **Design Week Top 50 agency**, I had a heavy influence on the running of the department. As such, I used my existing knowledge and experience to increase the efficiency of the team and improve the quality of their work.

Furthermore, as part of my commitment to learning I began to study User Experience Design which led to me introducing a range of user-centred design techniques into the development process. This new focus on the experience of the end-users transformed the agency's output from outdated static websites for local businesses to top-quality websites and ecommerce solutions for household names.

### Responsibilities and Achievements

- Developed websites and applications using PHP and MySQL at the backend whilst building the frontend in **standards-compliant** XHTML, CSS and JavaScript.
- Replaced use of outdated Flash techniques with **progressively-enhanced, accessible AJAX** alternatives. Making use of framework such as Mootools and jQuery where appropriate.
- Reworked organisational workflow to dramatically **increase quality control**.
- Proceduralised the digital department's processes to dramatically **improve the efficiency** and abilities.
- Ensuring adherence to the WAI WCAG 2.0 AA **accessibility standards**.
- **Accelerated development** cycles with use of **MVC** frameworks such as CodeIgniter and CakePHP.
- Trained technical and non-technical staff on various web topics - from the concepts of HTML and CSS to advanced object-oriented design patterns.
- **Mentored** junior developers.
- Interviewing and **recruiting** new team members.
- **Performance optimising** websites through a combination of frontend, backend and server configuration techniques.
- Conducting **user research** to establish user needs using techniques such as user interviews, search log analysis and focus groups.
- Running **stakeholder interviews** to establish and prioritise a project's **business objectives**.
- Planning sites' **information architecture** to develop site maps and labelling schemes using card sorting, data analysis and tree testing.
- Providing **interaction design** for major ecommerce sites using wireframing, interaction storyboarding and prototyping.
- Developing user **personas** to help ensure that user research is considered throughout each step of the design process.
- Planning and implementing **multivariate testing** to evaluate hypotheses and improve conversion rates.
- Conducting **usability testing** on both prototypes and live/development websites.
- Monitoring web **analytics** to identify areas of weakness or potential improvement.
- Conducting **competitor analyses** on rival websites to identify the strengths and weaknesses of alternative solutions or new approaches.

## Office-Shadow

Apr 05 – Apr 08

*Clients include:*

*RBS, Santander, Boeing, DHL, BP and the NHS.*

### - Web Developer

This role within an international Development Team saw me working on *Shadow-Planner*, an enterprise-level Business Continuity **web application**. It was a hugely powerful and technologically advanced application which was reflected in its 7-figure license fee. My time here saw *Shadow-Planner* grow to become the award-winning leader of an increasingly competitive market.

### Responsibilities and Achievements

- Designing and building new features using **Object-Oriented PHP**, such as a Contact Export facility.
- Creating numerous reusable **front-end controls**. These included major features such as an AJAX-based paginated listing.
- Heavily **refactoring** existing features, resulting in **performance increases** of up to 1,000%.
- Producing clear, well-commented code conforming to PHPDoc specifications complete with accompanying **documentation**.
- Personally deploying major, minor and maintenance **releases** to multiple servers worldwide.
- Creating and maintaining numerous departmental **procedures** and then using them to train staff.

## IT Vision Ltd

Oct 04 - Apr 05

### - Web Developer

My time at this start-up saw me working on *Parago*, an online asset management and planning system. As one of only two developers, I was largely responsible for the **front-end** of the system, which was coded in PHP and made early use of AJAX to create a **rich user experience**.

Commercial experience prior to university included work as a front-end developer for Consignia, and StudentUK, along with building an **online quotation system** for Grayside Insurance, a local insurance brokers.

## Education

### Training Courses

2008 - 2009

- **Web Accessibility** (*Webcredible*)
- **Information Architecture** (*Webcredible*)
- **Advanced CSS** (*Clearleft*)
- **Introduction to .Net 3.5** (*IBI*)

### Coventry University

2001 - 2004

- **BA (Hons) Business Information Technology with E-Commerce – 2.1**  
Modules studied include:

- Human Computer Interaction
- Project Management
- E-Commerce
- Information Systems

### City of London Freeman's School

1990 - 2000

- **4 A-Levels** - Including A in Information Technology
- **9 GCSEs** - Including As in IT and Graphic Communication

As someone with a passion for learning, I am constantly striving to improve my abilities. I follow many UX and development blogs, discussion groups, and relevant Twitter users to keep up-to-date in an ever-changing industry. Furthermore, I read a couple books a month on various subjects related to the web.

I am a member of the **Information Architecture Institute**, **Interaction Design Association** and the **UX Bookclub**.

## Interests

In my spare time I like to spend as much time as possible enjoying life with my wonderful wife and children. I also enjoy cooking, travel and photography as you can see at <http://flickr.com/photos/petewilliams/sets>.