

# Jim Callender - Senior Web Developer

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Location - Brighton, BN2, UK

## Core Skills

Full Stack Development	React
HTML / HTML5 handcoding to W3C standards	Tailwind
PHP	Automation - , Gulp, Grunt, npm, Docker, Kubernetes
MYSQL	CSS & SASS
Wordpress design & development - custom themes & plugins. Gutenberg blocks	UX design (UI, prototyping, wireframing)
WooCommerce, Shopify - custom design & development	Typescript
Devops / Server config AWS, WPE, VPS, Docker	Jenkins
SEO best practices for organic search	Javascript
AI tools and methodologies	Node.js
Web strategy, site reviews & audits	Email marketing - design & development
Git workflow / Github	Performance audit & implementation
Microservices	Cross Browser & Platform Compatibility
Working & leading small & large teams, on & offsite	Photoshop, Sketch
Test Driven Development	Project Management - JIRA, Trello, Basecamp
Continuous integration and deployment	Managing team of dev's and testers.
Stakeholder Management	Content Management Systems (CMS)
Agile, Scrum, RITE methods for continuous dev	Product development and management
Keeping ahead with emerging tech and products	Attending global conferences and meet-ups

## Summary

I've worked actively in the web and new media industry since 2002. Where I have researched, designed and produced a variety of web based projects, for a wide range of clients including government, public, private and voluntary sector organisations.

My passions are working with WordPress and getting the platform running as fast, securely and lean as possible. I have over 15 years experience of doing this professionally for the following clients.

**Agencies:** DMG, Engine Group, Momentum, OgilvyPR, Digital Outlook, Clearleft, Sapient, Dialogue DLKW, TwentySix London, Rocketmill, Appnovation, Electric Square, Pragmatic, Sitevisibility

**Corporates:** News UK, Travelbag, Royal Mail, Ebay, Toyota, The White Company, Mintel Group, Willis Towers Watson, Financial Times, SagePay, Boehringer Ingelheim, WikiTribune, Halifax building society

**Local authorities:** East Hampshire Council, Tower Hamlets Council, Salisbury Council

## **Experience**

**Founder and lead developer - at Callender Creates - May 2005 - Present**

### **Achievements -**

- As director of his own company - Callender Creates, Jim has managed to produce work of high quality and built a strong reputation for his brand and online presence within the web industry.

### **Specialising in -**

- UX and UI design best practices: wire-framing, prototyping
- Auditing and Implementing Accessible web standards based markup: using CSS3, HTML5
- Improved WordPress strategy, best practice, design and development
- WooCommerce builds from scratch using custom themes and plugins
- Implementation of Third Party software integration
- Extensive knowledge of website SEO, security and performance
- Management skills: client relationship management, project management, mentoring

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**Lead Wordpress Developer with Hauser and Wirth - October 2020 - March 2023**

### **Responsibilities -**

- Led a major migration of the hw.com site from old agency to in-house environment. With around 250k CPT's and +1M media assets.
- Researched and implemented WordPress integration of Hauser and Wirth's new AR technology
- Liaised with external vendor to bring all web development in-house
- Hand built from scratch Wordpress theme for diverse customer base - consolidating codebase to reduce risks and complexities of previous site
- Offered practical insight into troubleshooting issues client faced before my start date.

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**Lead Wordpress Developer with Brilliant Basics - March - April 2020**

### **Responsibilities -**

- Setup development area for new project for team to work on
- Worked closely with design and UX team to get the website working to strict project specifications.
- Hand build from scratch Wordpress theme for multi-lingual customer base
- Led Workshop on training internal editorial staff best practice for SEO, and site performance - adopted company wide
- Met benchmarks for website performance of 80%, reaching 90%.

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**Lead Wordpress Developer with Pegasus Healthcare - Jan - March 2020**

### **Responsibilities -**

- Lead dev for build of large medical WordPress website.
- Created easy to use WordPress interface for non-technical staff members to manage with ease.
- Full responsive and mobile friendly, as with all web sites.

- WAI Accessibility and SEO added as standard
  - Created reports and documentation on policies, reporting back findings to company directors
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#### **Web Development Partner with Intel Group Ltd. - Apr 2018 - Ongoing**

##### **Responsibilities -**

- Setup and successfully launched a series of fast, secure and customer centric websites using Woocommerce and WordPress
  - Magento to Woocommerce build with over 30k products
  - Produced a UX and CRO review on improvements for their leading e-commerce site
  - Co-ordinated turnaround of high profile projects to tight deadlines
  - Strengthened relationship by offering maintenance of ongoing support for web development and consultancy across Intel's digital products
  - Managing websites across multiple staging environments
  - Training team members - tech processes, best practice
  - Working closely with product owners, stakeholders, internal staff and external suppliers
  - Agile methodology - planning, stories, scrum and release cycles
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#### **Lead Front End Developer at Financial Times - March 2019 - April 2019**

##### **Responsibilities -**

- Led a number of sprint based development cycles, for a prestigious high traffic WordPress website
  - Implemented optimised security, SEO and site performance
  - Organised training for a number of in-house staff on WordPress editorial best practice
  - Undertook a variety of tasks in collaboration with devops team when required
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#### **Lead Front End Engineer and UX Specialist at Boehringer Ingelheim - Apr 2018 - May 2019**

##### **Responsibilities -**

- Planned an audit of existing websites for SEO, Security and Performance best practice
  - Launched a series of HTML prototypes for user testing
  - Centralised WordPress development
  - Extended Email design and development
  - Generated documentation for in-house working procedures on email development
  - Advised internal stakeholders on UX best practice for all projects
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#### **Lead Developer and SEO specialist - at Cryptonomy - Jan 2018 - Apr 2018**

##### **Responsibilities -**

- Initiated full audit and review of existing digital products
  - Monitored and Improved of website for improved Performance
  - Monitored and Improved of website for improved SEO
  - Completed documentation on best practice for editorial staff
  - Introduced improved workflow for maintenance of platform and code base
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#### **WordPress Developer - at WikiTribune (Contract) - June 2017 - Nov 2017**

## Responsibilities -

- Design and Development for WikiTribune web site, designed and developed from scratch
  - Working on continuous development cycle to MVP launch
  - Working closely with product owners, stakeholders, internal staff and external suppliers
  - Setting up and management of third party services, and infrastructure
  - Managing and advising on security, email and devops
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## Lead Developer - Beiersdorf - for Nivea UK, in partnership with UK agency SiteVisibility - April 2017 - Ongoing

### Responsibilities -

- Design and Development for promo campaigns and landing pages on Nivea UK & Nivea Men websites
  - Working closely with team in Berlin on development and deployment of campaigns to marketing deadlines
  - Working with the SiteCore Content Management System where all the media, copy and assets are managed
  - Communicating with stakeholders via JIRA and online meetings
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## WordPress Developer - at Kaplan Education (Contract) - Jan 2017 - April 2017

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## Lead WordPress Developer - at DMG / Daily Mail (Contract) - Nov 2016 - Dec 2016

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## Lead WordPress Developer - at Pragmatic Web (Contract) - May 2016 - July 2016

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## Lead WordPress Developer - at News UK (Contract) - September 2015 - March 2016

## Agency & direct projects

### Wordpress and Woocommerce sites:

- **Mintel websites -**
  - Mintel Store using WooCommerce - <https://store.mintel.com/>
  - Mintel Store THAI - using Woocommerce - <https://thai.mintel.com/>
  - Comperemedia <https://welcome.comperemedia.com/>,
  - Careers <https://careers.mintel.com/>
- **Slow Drinking** - <https://www.slowdrinking.com> - Lead Developer - Using advanced custom fields, javascript, CSS, PHP, testing
- **Mooncup** - <https://www.mooncup.co.uk> - Development of large multilingual WordPress multisite - PHP, JS, Wordpress, Woocommerce Performance, Responsive Design, Software Testing
- **The White Company** (Site closed) - <http://blog.thewhitecompany.com> - Lead Developer - Consultancy, UX, SEO, HTML, CSS, PHP, JS, Wordpress, Performance, Responsive Design,
- **Toyota GB** <http://blog.toyota.co.uk> - Lead developer. HTML5, CSS3, PHP, MYSQL, theming, plugin dev, site performance, ongoing support, Project Management
- **Lexus GB** <http://blog.lexusco.uk> - Lead developer. HTML5, CSS3, PHP, MYSQL, theming, plugin dev, site performance, ongoing support, Project Management
- **Eurostar Stories** - Lead Developer - HTML5, CSS3, PHP, MYSQL, theming, plugin dev, responsive, SEO (campaign ended)
- **Groupon UK & IE Intranet** - Strategy, HTML5, CSS3, PHP, MYSQL, theming, plugin dev, responsive, buddy-press (site private)

### White label CMS:

- **Liverpool FC and Nivea Men** - campaigns ended - sitecore
- **Tottenham Hotspur** <http://www.tottenhamhotspur.com> Spurs Redesign - Hand coding of HTML/CSS templates and support with integration into custom CMS

- **Times Online** - <http://www.thetimes.co.uk> - Lead developer, HTML5, CSS3, Agile - custom css

#### **Magento sites:**

- **KEF direct** <https://www.kefdirect.com> - Full service - theming, product import, shipping, payment integration, PHP, MYSQL, HTML, CSS3
- **Fox and Rose** <http://www.foxandrose.com/> - Development of new features across site

#### **Education**

- University of Bristol - BSC Hons, Biological Sciences, 1995 - 1997

#### **Honors, Awards and Recognition**

- Freelancer of the Year Award 2006 by Xchangeteam - 1st in National Awards
- Annual Mentor at Wired Sussex graduate show
- SEMrush Certification for SEOs
- Awarded full university colours for charity work / fundraising
- Active member of 'Brighton Farm' small business community
- Actively demonstrates new methods of web technologies in articles, and workshops
- Attends a number of International and National Web related Conferences