

Michael WOOD Web Publisher

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More than they are designed, built or coded, websites are published.

Websites are published to users who seek a variety of purposes: social or private, creative or mundane, entertaining or informative;

Each need demands different and distinctive websites that come from an authorship that concerns itself with more than just good images and good code - it is about creating a great web experience.

LEAD SKILLS

Photoshop, Fireworks, Premier. XHTML and HTML5 WAI 508 code to levels A, AA or AAA. CSS 1, 2.1 & 3. JavaScript & JQuery. XML/XSLT and use with Ajax. PHP, Classic ASP with Jscript/VBScript. Wordpress.

Work

SENIOR WEB DESIGNER - ZOLV, JULY 2008– PRESENT

www.zolv.com, 11 York Place, Leeds, West Yorkshire, LS1 2DS, United Kingdom

At a software company I worked on designs and functionality on large holiday websites for blue chip clients at Leeds based travel specialist Zolv such as Virgin Holidays, Teletext and Travel.co.uk.

- Redesigned holiday search processes and design on www.teletextholidays.co.uk de-duplicating results to allow users to have the best priced offer returned at the head of a stack of similar information and to ensure this functionality knitted in with the existing site and provided a speedier experience for the user than previously enjoyed.
- Designed and built new customisable front page for www.travel.co.uk allowing users to opt to have site elements - such as search results and holiday comparisons - displayed on the opening page. Also visually implemented propositions for user searches and more detailed search results.
- Created designs and built client side functionality for My Research Tools section of www.virginholidays.co.uk.
- Wrote copy for the company website, for press releases and created a set of editorial guidelines for the employees contributions to the output of the company especially through the blog site.
- Trained team members on advanced CSS and JQuery and shared skills with the development team creating and working in small groups for specific achievements within an Agile methodology.

INTERACTIVE PRODUCER – POULTERS [NOW BEZIER], JANUARY 2006– JUNE 2008

Poulters, Rose Wharf, East Street Leeds, West Yorkshire, United Kingdom

At an advertising agency I took the lead production role in a team of ten Digital professionals within a large advertising agency working on clients such as Manchester United, E-Map, Threshers, Northern Rail and William Hill.

- Augmented the agency's offering with full creative digital solutions working alongside a traditional creative department, a public relations team and other stakeholders to create a unified package for clients.
- Authoring groundbreaking social network community projects for well established motoring magazine, a golfing community and a Premiership football club.

CSS GURU - PHOTOLINK, AUGUST 2005 – JANUARY 2006

Old School House, Thirsk Street, Manchester, M12 6PN, United Kingdom

At an advertising agency I came in as expert in CSS to augment and assist current team of transitioning professionals moving to a more pure CSS based working environment. Worked on clients such as Littlewoods, Kent Tourism, The Office of the Deputy Prime Minister and Home Delivery Network

OWNER - CABIN PRESSURE, AUGUST 2003 – JULY 2005

www.cabinpressure.co.uk, Bradford, West Yorkshire, United Kingdom

I owned and ran website production and publishing company working with other agencies on large scale websites and flying solo on small to medium projects.

- Worked with other agencies on larger contracts in a variety of roles including as a web standards and accessibility consultant, creating robust administration systems, building websites from designs, designing templates for websites and constructing useable websites from prototypes.
- Designed, developed and authored www.boyfrombrazil.co.uk the most respected source of Bradford City Football Club news online and popular movie website www.foureightfours.co.uk. The experience of operating and maintaining two thriving and long standing websites gives an understanding of creating work with scalability and adaptability that proves to be applicable to all projects.
- Maintained a client list that includes financial service providers, bands, e-commerce stores, travel companies, publications and community organisations.

HEAD OF DHTML DEVELOPMENT, JANUARY 2001 - JULY 2003

Zestmedia [aka Quba], Leeds/Huddersfield/London/Sheffield, United Kingdom.

WEB DEVELOPER, APRIL 1999-DECEMBER 2000

Corporate World, Batley Business & Technology Park, Batley, West Yorkshire.

Education

MEDIA PRODUCTION, 1996-1998

Higher National Diploma with Distinction in Media Production from Lincoln University, Grimsby.

BUSINESS AND FINANCE, 1991-1993

National Diploma with Distinction in Business & Finance from Shipley College, Bradford.

Personal Information

Over a decade ago I had an interest in designing, building and publishing websites which has become my career and I still create sites for fun outside of my professional work for local bands, writers I know and other interesting projects. I write and edit Bradford City FC site www.boyfrombrazil.co.uk and am building a hybrid of a blog and a social network site at www.everythingball.co.uk.

Further away from web projects I have always enjoyed watching live music although this in turn led to the launch of www.dalliance.co.uk which reviews gigs in and around West Yorkshire.

Entirely away from web projects I enjoy movies having authored four (as yet unmade) screenplays and am a member of the National Media Museum. I have furthered that writing into a sideline in journalism having been published in The Observer, FourFourTwo, Total Film, Total Football, Football 365, Liverpool FC match day magazine and assorted other articles for independent football and film websites. I have also been used as a commenter on BBC Radio Leeds and BBC Radio Five Live.

I was born on the 16th of August, 1973, have a British Passport and am an EU/UK Citizen.

Referees are available on request.