

# Robert Daly

Acton  
London

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## About Me

I am a hard working, motivated individual who strives to reach new successes and learn from my previous experience. My passion is for technology, in particular, programming and design. The challenges and rewards from these areas are immense. I excel in a high pressure, time critical environment and have lead a team that delivered results above and beyond expectations.

## Key Skills

HTML / XHTML / CSS  
PHP / MySQL / Smarty  
JavaScript / jQuery / Dojo / AJAX

Windows / Mac OSX  
Microsoft Office  
3D Studio Max

**Adobe Creative Suite including:**  
Photoshop / Dreamweaver / Flash  
Illustrator / InDesign / Fireworks

**Platforms:**  
Wordpress / Drupal / Zend Studio  
Apache HTTP Server / Subversion (SVN)

## Employment

### Web Designer & Front-end Developer - Dennis Publishing (2008 - Present)

Central London

I joined Dennis at the start of 2008 and immediately started work on their expansive portfolio of websites, flash magazines and advertising work for clients such as Intel, Microsoft, EA, Dell and O2 to name a few.

My work covers all aspects of web design & development from working in tandem with the back-end programmers on the bigger long-term projects to programming my own custom PHP & MySQL solutions for the smaller projects to my primary role as a web designer and front end developer.

My role heavily involves XHTML & CSS, along with web technologies such as PHP, MySQL, Javascript, AJAX and Flash. I strive to implement modern web standards & technologies, ensure cross browser compatibility and to offer an excellent user experience.

My involvement in a project is from start to finish, from the initial concept brainstorm, flat design in Photoshop, building the project in XHTML and CSS, all the way through to it going live.

### Duty Manager - Sainsbury's Local (2003-2008)

Fulham Road, Chelsea, London

As a duty manager, I was personally responsible for a store alongside the store manager. My role entailed being responsible for £360,000 of revenue per month, to lead a team of fifty people and to ensure the smooth operation of the business. My job covered a width breadth of areas including HR, ensuring that my team had the guidance and tools for them to excel at their jobs, compiling with procedures and legislation, cash management and to be reliable and accurate.

## Education

### Brunel University (2002 – 2006)

BSc Mulitmedia Technology & Design (Honours) 2:1

### Gunnorsbury Catholic School

A Levels x 2 / AS Levels x 2 / GCSEs x 9 including English (A), Maths (B)

## Major Projects at Dennis -----

### Expert Reviews - [www.expertreviews.co.uk](http://www.expertreviews.co.uk)

Expert Reviews is a technology review site. I was responsible for implementing the front end, which included using Smarty and all the CSS for the site.

### Maxim Magazine - [www.maxim.co.uk](http://www.maxim.co.uk)

In 2009 I was tasked with redesigning the Maxim website, I came up with some initial treatments, but sadly the magazine was closed as a print publication and its relaunch cancelled. The treatments are available at [www.robert-daly.com](http://www.robert-daly.com)

### Monkey Magazine - [monkey.kontraband.com](http://monkey.kontraband.com)

One of my first jobs at Dennis was to redesign and rework the front end for Monkey Magazine's site. The editorial team gave me free reign from a design point of view and the old markup & CSS were completely replaced. Monkey was incorporated into Kontraband mid 2009.

## Portfolio – [www.robert-daly.com](http://www.robert-daly.com) -----

### Personal Site - [www.robert-daly.com](http://www.robert-daly.com)

I maintain a personal website [robert-daly.com](http://robert-daly.com) which I regularly update with content and use to test new features and code. The website is written in hand coded **W3 Standards compliant XHTML** and is run using a combination of **CSS** and **PHP** to ensure absolute separation between content and design.

The site uses the jQuery library extensively to offer the user a deeper more interactive experience. The use of jQuery also allows me to personalise how the user interacts based on the user's screen resolution & browser type (if using an iPhone for example) as well as using AJAX to offer a seamless and fast loading experience.

### omgwtfimages.com - [www.omgwtfimages.com](http://www.omgwtfimages.com)

This website was created with the purpose of allowing my friends to upload their pictures and tag them with metadata. This website runs on PHP and allows users to upload their pictures to a designated place, these images are dynamically renamed in sequence and a thumbnail created. Users are then asked to input metadata that best describes their image, these are inserted into the MySQL database which can then be searched through via a number of criteria. Viewers can then link the page on their social networking site of choice and give the image a score.

### Databases - [www.robert-daly.com/old/site/articles/table.php](http://www.robert-daly.com/old/site/articles/table.php)

An assignment for university, this website enables a user to filter through multiple MySQL database tables which are connected behind the scenes using "joins" and presented in a user friendly GUI.

### 3D Studio Max - [www.robert-daly.com/old/site/index.php?p=portfolio#3d](http://www.robert-daly.com/old/site/index.php?p=portfolio#3d)

I am an experienced 3D Studio Max user and have created many projects such as my university final year project in 3D. It was a 3D animation of one of Brunel's lecture halls

## Interests -----

<b>Movies</b>	I am a keen cinema goer and try to catch the latest releases where possible.
<b>Music</b>	I like travelling to music festivals and my favourite genre is rock music.
<b>Travelling</b>	I have been across America and Europe and aim to continue across the globe.
<b>Programming</b>	One of my passions, I am currently learning C.
<b>Design</b>	Pushing boundaries and creating new unique experiences is very important.

## References: Available on request

Twitter: [http://twitter.com/robert\\_daly](http://twitter.com/robert_daly)

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