
SUMMARY

I am a highly proficient Web and Mobile Developer with over 13 years' experience of producing high-quality websites and applications for large companies, including over eight years' experience managing large CMS installations and over two years' experience producing iOS and Android apps. I have demonstrable skills in all aspects of website creation, including enterprise-level content management systems, creation of web content, web development and management of large web projects; I also have a number of apps available for Android, iPad and iPhone.

ACHIEVEMENTS

- ❑ As a contractor, I have built a reputation as a very fast and high-quality worker, across a number of well-known clients. I am an expert in making tired CMS installations work properly, I cover all the skills from content creation through to publishing, and my services are very much in demand.
- ❑ In 2008 I walked the entire London Underground network, and turned the experience into my Tubewalker app for Android, iPhone and iPad. The best way to appreciate my talents as a mobile developer is to download the free version of the app, as every single aspect of the app is my own work (see www.tubewalker.com for more).
- ❑ At both Which? and the Victoria and Albert Museum, I inherited a Rhythmyx CMS that was very unstable, a mystery to other employees and a bitter disappointment for the client. In both companies I brought the CMS to heel, re-engineering the guts of the system, documenting the process, and making life better for all concerned.
- ❑ I was a key driving force behind the success of h2g2, the community website founded by Douglas Adams. The Director of BBC New Media was so impressed with the site that he acquired both it and my team, and the platform we developed (DNA) is now used to power all the BBC's blogs and message boards.
- ❑ I have written and produced four personal websites that the British Library considers to be 'of cultural, historical and political importance', resulting in a request for them to be included in the UK Web Archive. I am also the Web's favourite travel writer (try searching for 'travel writing' in Google.com), which is a direct consequence of the quality of my web production skills.

PROFESSIONAL EXPERIENCE

Little Red Bear Ltd, London

September 2006 – present day

CMS, Mobile and Web Consultant

- ❑ **Tubewalker** (Aug 2009 onwards): Based on a three-month walk I did along every line of the Tube network, I created an app for Android, iPhone and iPad, so others can enjoy the walk themselves. The app's interface is clean and attractive (a 'great-looking app' and 'really well designed', according to reviewers), the iPad version makes full use of the larger screen size, there are both free and paid-for versions, and all 18 versions of the iOS app passed through Apple's QA system without a hitch. Download it for free to see for yourself.
- ❑ **Which?** (Aug 2007-May 2008 and Sep 2008 onwards): Joining the project to implement a completely redesigned website (www.which.co.uk) in the most complex Rhythmyx installation in the UK, I drove development of the new site in Velocity, implementing the site framework and developing the bulk of the new templates. The redesigned website launched on time in summer 2008 and was very well received, and I was again the key developer in a second redesign, launched in summer 2010. During this period the CMS went from problem child to reliable workhorse, due to careful untangling and re-engineering of years of legacy code. I have had my contract extended eight times in four years, which says it all.
- ❑ **Surrey County Council** (Apr-Jul 2007): I played a key role in developing the council's new intranet CMS, taking a hefty statement of work and implementing the bulk of it in Rhythmyx, in cahoots with the council's own development team. My contribution was vital in ensuring the project's success.
- ❑ **BBC** (10 weeks, Jan-Mar 2007): I took the BBC Learning Zone Clips Library (www.bbc.co.uk/learningzone/clips/) from a set of Photoshop files through to a working, database-driven site in a quarter of the time allocated, and was able to use the time gained to implement a CMS tool for teacher contributions, plus a reporting system that made life considerably easier for the site's editorial team.

- ❑ **Victoria and Albert Museum** (6 weeks, Oct & Dec 2006): I implemented Rhythmyx content types and templates for the V&A Theatre Museum, developed a PHP-powered Wedding Dress site, migrated Rhythmyx to faster servers, and developed an Ajax-powered slideshow for the museum's 150th anniversary.
- ❑ **Royal Mail** (3 weeks, Sep 2006): I added a DTD to the Royal Mail site (www.royalmail.com) and fixed all resulting HTML and CSS issues, as the first step towards making the site accessible.

Victoria and Albert Museum, London

December 2003 – August 2006

Web Technical Manager/Web Developer/Web Project Manager

- ❑ As Web Technical Manager, I was the museum's expert in all technical aspects of the Web, and was responsible for the V&A's three main museum websites: the V&A itself (www.vam.ac.uk), the Museum of Childhood (www.museumofchildhood.org.uk) and the Theatre Museum (now closed). Across these three sites I oversaw a trebling of visitor traffic in just two years.
- ❑ I inherited sites for the V&A and Museum of Childhood that only worked on Internet Explorer, and which failed to validate, let alone meet the accessibility requirements set by the government. I used my skills in XML, XSL and XHTML to revamp the Rhythmyx CMS used to produce the site, eventually producing a compliant and accessible site, with referral figures increasing by 50% over the course of a year.
- ❑ I oversaw the addition of Web 2.0 technologies to the V&A website, including curatorial blogs, the highly regarded V&A podcast, and RSS feeds of events and news.
- ❑ As Web Developer, I took control of the museum's Rhythmyx CMS, which was crashing regularly, and used my CMS skills to go through the entire system with a fine toothcomb, producing a stable and productive CMS environment. After eight months as Web Developer I was promoted to Web Technical Manager.
- ❑ As one of three V&A Web Project Managers, I worked with the museum's curators and educators to create a number of high quality websites for exhibitions and events. After seven months as Web Project Manager I was promoted to Web Developer.

Self-employed

October 2002 – December 2003

Freelance Writer

- ❑ I wrote scripts for two audio tours of London, which were recorded by Stephen Fry and Joanna Lumley for release through Handheld History, a company that provides tours over mobile phones.
- ❑ I spent the rest of the year travelling in West Africa, and walking alone and unaided from Land's End to John o'Groats. On returning I developed two websites – www.landsendjohnogroats.info and www.moxon.net – both of which have become the best examples of their kind (according to Google).

BBC, London

June 1999 – September 2002

Editor of h2g2 and DNA

- ❑ One month after its launch, I became Editor of The Hitchhiker's Guide to the Galaxy (h2g2), the website founded by author Douglas Adams. I was solely responsible for developing the editorial direction of the site, and I built up a seven-person content and community team from scratch.
- ❑ By the start of 2001 the Director of BBC New Media was so impressed with h2g2 that his department acquired the site and my team, incorporating them into BBCi. Under my editorship h2g2 became the BBC's busiest community website, and it continues to thrive today at www.bbc.co.uk/h2g2.
- ❑ Following this success, I helped to create a new project called DNA, which took the technical and editorial expertise behind h2g2 and made it available to the rest of the BBC; this proved so popular that DNA is now used to power all the BBC's message boards. As the Editor of DNA I managed the ongoing development of the project, gluing the editorial and technical sides together to create a public-facing publishing environment that both the BBC and licence-fee payers love. I also created the DNA Hub at www.bbc.co.uk/dna/hub/ to hold the team's documentation on the project.

Xara Ltd, Hemel Hempstead

October 1998 – June 1999

Webmaster

- ❑ Working on the Xara website (www.xara.com) enabled me to learn a whole range of core new-media skills, complementing the knowledge I gained from nine years in traditional print media. I used these skills to help create and maintain an e-commerce website using HTML, CSS, JavaScript, ASP, Perl and SQL, and I learned how to generate and edit content effectively for an online environment.

Self-employed

October 1995 – October 1998

Freelance Writer

- ❑ As a freelancer I was commissioned to write over 150 IT articles, which were published both in the UK and abroad. I also spent a year freelancing as Editor of RISC User, which meant I did everything from commissioning to printing this monthly magazine.

IDG Media Ltd, Macclesfield

February 1993 – October 1995

Editor/Technical Editor, Acorn User

- ❑ Acorn User was the world's leading Acorn magazine, and this is where I learned what it means to be a good magazine editor. I took pride in ensuring that Acorn User contained articles that were the best in the sector, completely free of typos, enhanced by an attractive and clear layout, written by the most respected journalists in the market, and supported by a publication that always came out on time and within budget. Acorn User remained the market leader during my two-year tenure as editor.

Beebug Ltd, St. Albans

September 1991 – February 1993

Technical Editor, RISC User

- ❑ RISC User was the small subscription magazine on which I cut my journalistic teeth. Here I learned to write my first grown-up articles, and how to edit other people's writing without using a hacksaw.

KEY TECHNICAL SKILLS

HTML, XHTML, CSS, JavaScript	13 years	iOS development	2 years
Rhythmyx CMS 5.01-6.7	8 years	Android development	2 years
Java, Spring, Hibernate	2 years	Microsoft SQL Server	12 years
Perl	11 years	MySQL	7 years
PHP	8 years	Google Analytics, WebTrends	5 years
XML/XSL	10 years	Journalism (web and print)	20 years

EDUCATION

Lincoln College, Oxford University

1988 – 1991

BA Hons Mathematics and Computation, II(ii)

Repton School, Repton, Derbyshire

1983 – 1988

A Level Mathematics A, Further Mathematics A, Physics A, Chemistry A

AO Level Mathematics A, French B

O Level Mathematics A, Physics A, Chemistry A, French A, Latin A, Greek A, English Language A, English Literature A, Divinity A, History B

PERSONAL

My personal websites are a labour of love and sum up my attitude to life. My travel writing site (www.moxon.net) is a market leader and contains hundreds of articles and photos from my travels over the last 15 years; meanwhile, my websites on walking from Land's End to John o'Groats (www.landsendjohnogroats.info) and exploring the entire length of the London Underground on foot (www.tubewalker.com) are proving very popular. These sites demonstrate my love of travelling, walking, writing and photography, but I also love coding my own projects, as shown by my Tubewalker mobile app, which enables others to follow my footsteps and explore the Tube on foot.