

Graham Lawley – Front End Developer

PROFILE

I am a London based creative Front End Developer with over fifteen years of agency experience.

After graduating with a 1st Ba Hons degree, I primarily worked as a Flash Developer building websites, games, interactive kiosks and rich media banners using AS2 & AS3 OOP methodologies.

From 2014 onwards, I have been working as a Front End Developer building responsive websites, landing pages, email marketing templates, programmatic rich media banner campaigns and animated Digital Out Of Home displays.

I am Google DoubleClick certified and have an excellent knowledge of developing banners using DoubleClick Studio, Sizmek, FlashTalking, Celtra, EyeWonder and Weborama platforms.

EXAMPLES

Examples and a selection of clients I have worked with can be found at www.grahamlawley.com

CONTACT

Email: graham@grahamlawley.com

SOFTWARE/PROGRAMMING SKILLS

Programming/ Development Tools

- HTML5
- CSS, CSS3, Sass
- JavaScript – ES5, ES6, Vanilla JS, GSAP (Greensock), Canvas, jQuery, React (Junior)
- Gulp, Grunt, Webpack, npm
- Bootstrap
- Git, SourceTree
- Flash ActionScript 2 & 3

Software

- Adobe Creative Suite – Photoshop, Illustrator, InDesign, After Effects, Premiere, Animate, Dreamweaver, Edge Animate (legacy software)
- Sketch
- Microsoft Office – Word, Excel, PowerPoint

Ad Platforms

- Google – DoubleClick Studio, AdWords, Google Display Network (GDN), Google Web Designer, Google DoubleClick certified
- Sizmek, FlashTalking, Celtra, Weborama

Email

- MailChimp, Selligent, Campaign Monitor, EmailOnAcid, Litmus

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EMPLOYMENT HISTORY & WORK EXPERIENCE

FREELANCE FRONT END DEVELOPER – Various

August 2009 – Present

I have worked with a number of leading agencies including Adam & Eve DDB London, Ogilvy, SapientRazorfish, BBH, Publicis, Hogarth Worldwide, Karmarama on numerous short and long-term projects ranging from interactive kiosk displays, web builds to programmatic rich media banners. I have worked on many leading brands such as Rolex, Audi, Sony, IBM, BT, Vodafone, Virgin, Lego, Universal, Barclaycard and British Gas. A selection of contracts are listed below.

HTML5 BANNER DEVELOPER – AKQA Berlin

May 2021 – May 2021

Building responsive SiteBar banners and standard banners for TikTok.

HTML5 BANNER DEVELOPER – VCCP

April 2021 – April 2021

Developing dynamic banners for O2 and Transport For London using FlashTalking and DoubleClick platforms.

EMAIL DEVELOPER – BRANDFUEL

April 2021 – April 2021

Building email templates for arm Technologies and the Airline Executive Advisory Board.

FRONT END DEVELOPER – Essence London

August 2020 – February 2021

Developing templates for Sainsbury's Christmas campaign and Sainsbury's Money. Maintaining existing DCO campaigns for Google Home products.

FRONT END DEVELOPER / MOTION DESIGNER – Waxmans London

August 2020 – August 2020

Animating Instagram Video Stories and developing banners for aat with a quick turnaround time.

FRONT END DEVELOPER - Deviceful

August 2020 – August 2020

Duties included updating and building templates for websites and banner builds for McDonalds.

HTML5 BANNER DEVELOPER – VCCP

April 2020 – April 2020

Developing banners for Shell within the DoubleClick platform.

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HTML5 BANNER DEVELOPER – Hogarth Worldwide

February 2020 – March 2020

Developing master HTML Banner templates.

HTML5 BANNER DEVELOPER – VCCP

January 2020 – February 2020

Developing banners for EasyJet and Transport For London.

CREATIVE DEVELOPER – Freedman International

September 2019 – November 2019

Developing banners, Home Page Take Overs and Digital Out Of Home for EA Games Christmas releases which included Star Wars Fallen Jedi Order and Fifa 2020.

EMAIL DEVELOPER – Proximity London

June 2019 – September 2019

Building the daily/weekly emails based on briefs from the clients, using in-house templates and styles. Clients included Asda and Ikea.

SENIOR FRONT END DEVELOPER - Deviceful

March 2019 – June 2019

Developing programmatic remarketing banner campaigns within the DoubleClick Studio environment.

FRONT END DEVELOPER – Hogarth Worldwide London

April 2018 – January 2019

Projects included building programmatic dynamic templates for various Sony PS4 game releases. Creating banners for Rolex watches 2018 global campaign. Building templates and testing features on the internal Hoxton banner tool.

FRONT END DEVELOPER - Bandstand London

March 2018 – March 2018

Developing HTML animations for Helix Scientific website and various banner campaigns such as JLL Property and Haven Power.

HTML5 BANNER DEVELOPER - Eye-D Creative

January 2018 - February 2018

Building programmatic dynamic banners for the Injustice 2 Game of the Year campaign.

HTML5 BANNER DEVELOPER - Bandstand London

December 2017 – January 2018

Banner developer on the La-Z-Boy 2018 campaign.

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FRONT END DEVELOPER - Freedman International

July 2017 – December 2017

Collaborating with the dev team to build programmatic banners, emails and digital assets for clients including EA Games and Sage.

HTML5 BANNER DEVELOPER - Doner

June 2017 – July 2017

Developing banner and email campaigns across a number of accounts including Audi.

FRONT END DEVELOPER - Eye-D Creative

January 2017 – June 2017

Working on a number of projects including; developing master suites of HTML5 banners for LEGO Batman Movie European campaigns. These banners were all hand coded and included standard and rich media expanding banners.

Lead developer on the Injustice2 campaign for Warner Brothers where I built dynamic banners in DoubleClick and created a master suite of banners for the European market. Email campaigns for CBRE.

FRONT END DEVELOPER - Karmarama

October 2016 – December 2016

Developing banner and email campaigns for Plusnet and Honda.

HTML5 BANNER DEVELOPER - GTB London (WPP)

September 2016 – September 2016

Developing banners for Ford motors which were published on the Google Display Network.

HTML5 BANNER DEVELOPER - Eye-D Creative

June 2016 – August 2016

Developing master suites of HTML5 banners for LEGO Star Wars and LEGO Dimension European campaigns. These banners were all hand coded and included standard and rich media expanding banners with video and custom built carousel components.

SENIOR TECH LEAD – Wellcome London

January 2015 – June 2015

I was tasked with helping set up a digital department for a primarily print based company. My responsibilities included: setting up workflow process, writing technical documentation, hiring and overseeing developers, meeting clients and scoping projects.

SENIOR FLASH DEVELOPER – Gutenberg Networks

December 2012 – December 2014

Overseeing the development of a high volume global banner campaign for Canadian Tourism Commission. Working closely with Google DoubleClick to create CMS driven dynamic banners for Barclaycard Bespoke Offers.

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FLASH DEVELOPER – Sapient Nitro

November 2012 – December 2012

Developing rich media and dynamic banners for Sky's Christmas campaign and creating video content for rich media banners using After Effects.

FLASH DEVELOPER – Studio Output

October 2012 – October 2012

Developing rich media banners for Sony Entertainment Network showcasing new game releases. The banners were built as instant ads on the FlashTalking platform.

FRONT END DEVELOPER – mKodo

October 2012 – October 2012

Working within a team to make CSS, HTML and JavaScript updates on a mobile web app built using primarily jQuery and Backbone.js.

FLASH DEVELOPER – MediaCom

August 2012 – September 2012

Working within a creative team to develop rich media banners for EFD Films showcasing new releases. The banners were built for DoubleClick and MediaMind (Sizmek) incorporating video, live Tweets and geolocation functionality.

SENIOR FLASH DEVELOPER – Gutenberg Networks

November 2010 – April 2012

Senior Flash developer for Gutenberg Network's digital team based in DDB London. Apart from Flash ActionScript development my role also included; overseeing junior developers, scoping projects to give realistic costs and timing for estimates and billing, writing technical briefs and documents to be distributed both internally and externally, providing technical support during conference calls and attending meetings with 3rd party suppliers and clients to provide technical support.

FLASH DEVELOPER – ADDICTIVE PIXEL (SPACE 66)

August 2010 – November 2010

Working for Addictive Pixel, a digital production house based within BBH creating banner animations and escalator panels for clients such as Barclays, Baileys and ITV on rich media platforms such as MediaMind (Sizmek) and FlashTalking.

FLASH DEVELOPER – PUBLICIS MODEM

July 2010 – August 2010

I worked within a team of Flash Developers to build interactive animations and an interactive map for the Renault Megane Experience campaign which was integrated into Facebook.

FLASH DEVELOPER – OGILVYONE INTERACTIVE

April 2007 – August 2009

During my time at Ogilvy I progressed from developing timeline based Flash banners in AS2 to developing Flash sites and AIR RIA's using OOP methods in AS2 and AS3 for a number of leading blue collar clients such as Amex, BT, Unilever, Kodak and Nestlé.

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FREELANCE FLASH DEVELOPER

February 2004 – April 2007

I worked primarily as a Flash developer in London in various agencies such as Ogilvy, Publicis Dialog, EHS Brann and Schawk which gave me an invaluable insight into the workings of small and large design studios. During my time as a freelance designer/developer I undertook web design, 3D modelling, animation and CD ROM design projects from concept to completion. Clients that I have worked for include; BBC, BT, Nissan, Vodafone.

ACHIEVEMENTS

GOOGLE DOUBLECLICK CERTIFICATION

Certified as HTML5 Banner Developer and Dynamic Ads developer.

3DECEMBER STUDENT COMPETITION 2002

Winner of the 3December student competition 2002, sponsored by Alias|Wavefront. I won 1st prize with the artwork I had created for the Reading College 2002 prospectus. My prize was a copy of the software, Maya 4 Complete.

EDUCATION

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| Reading College and School of Arts and Design | 2000 - 2003 1999 - 2000 | BA (Hons) Interactive Multimedia (1st) BTEC ND Graphic Design (Distinction) |
| Worcester College of Technology | 1994 - 1995 | City & Guilds in Bench Carpentry |
| Worcester College of Technology, Art and Design Centre | 1991 - 1993 | BTEC ND in General Art and Design (specialising in Fine Art) |
| Droitwich High School, Droitwich, Worcs | 1988 - 1991 | 6 GCSE's Grades A – C |