

Darren Greer :: My career so far...

Front End Web and User Interface Developer

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The Devil's in the detail...

Age :: 36

Status :: Married

Education :: BA(Hons) Information & Communications :: 4 A-Levels :: 10 GCSE's

Where I want to be...

In short... I want to be out in front, exceeding client expectation and working with the best people, having fun and innovating every step of the way, using everything I have at my disposal to push the boundaries of the development as far as they can go.

A little about me...

Beginning my career as a Front End Web Developer, my versatility along with my desire to learn and evolve brought me to where I am today. I'm a dedicated developer who is passionate about all things web related and I look to use and apply my skills in fresh and innovative ways.

I'm extremely ambitious and relish the challenge that each new project brings. I'm adept at all stages of planning and production and am able to work effectively with anyone to ensure that projects are delivered.

I love music, movies, sport, snowboarding, travelling, my guitar, cheese, wine and a good steak. I would like to experience as many things as life has to offer and I'd like to make more people laugh.

Skills...

Web :: HTML5, CSS3, jQuery, Javascript.

Production/Project Management :: Project Planning

People I have had the pleasure of working with...

GE
GlaxoSmithKline
Reckitt Benckiser
JWT
TBWA
BBC Worldwide
Adidas
Vodafone
Dell

Adobe
Nickelodeon
Tesco
First Direct
Renault
Sega
EA Games
Gamestation
Sony Pictures

Mattel
Icon Films
Moo.com
STA Travel
Lambrini
Coors
Magnet
Hammonds
Lemsip

Gaviscon
Vimto
Tussauds Group
Alton Towers
Costa Coffee
Russell Hobbs
JJB Sports
StenaLine
Iceland

A list of URL's...

For a list of URLs that I've worked on recently, go to <http://desiredigital.co.uk>

The story so far...

Freelance :: UI / Front End Web Developer :: Mar 10 - Present

I re-ignited my freelance career and was quickly brought into TBWA\Manchester on an initial 2 week contract which continued on a rolling basis. My role was to assist their development team with both web and email build for clients including EA Games, Cussons (Imperial Leather) and GHD. I was able to quickly get up to speed and worked heavily on the EA account which was one of their largest.

I relocated to Hove in May 2010 and was involved with a variety of agencies both locally and within London working on projects for names including BBC, Adidas, Vodafone, Adobe, Dell, IBM, Sony Pictures and Tesco. My extensive experience and expertise means that i'm often thrust into extremely challenging projects and have taken on roles including Project Management and UI Design/Development.

The challenges extend to technologies, with projects that utilise complex Javascript/jQuery, AJAX, HTML5/CSS3, CMS technologies and music/audio production. Whenever required, I'm always able to develop my skills or find a solution to meet the requirements of the project whether on an individual or team basis.

In January 2013 I returned to Manchester and have very quickly developed relationships with several local digital agencies whilst working on a variety of projects including Sega and Costa Coffee.

In 2014 I travelled out to my spiritual home in the French Alps where I now live and work, continuing my relationships with clients from all across the UK and around the world.

As a freelancer it's extremely important that i'm able to adapt to new situations and new people so that I can hit the ground running on projects. I've been able to successfully achieve this and enjoy good, strong relationships with all of my clients.

Massively Multimedia :: Front End Web/Producer :: Apr 09 - Mar 10

During this time, I pursued a challenging role for a start up company within the Online Gaming industry. The role would allow me to flex my planning and organisational skills whilst maintaining my core skills on two innovative, long term projects.

The first project was a series of portals, across a range of territories, all controlled by a central bespoke CMS system for an existing MMO Community called MMO Life. Over 6 months, we took them from a single clunky Wordpress site to 12 well designed portals, across 4 territories, significantly increasing their traffic and revenue in the process.

The second project, GamesChart, was a unique API and trafficking system for online games marrying up the needs of gamers, developers and publishers. The system allowed developers to upload their games, complete with API and receive significant revenue. The revenue was generated by Publishers who bid to have the traffic for that game delivered to their portal to play the game. GamesChart took several months to create and went into Beta in January 2010, already receiving over 1 million gameplays.

For both projects, the team included myself along with 3 developers and 2 designers. My role was to oversee initial production and further development as well as provide all front end build.

Having been used to short, quick-fire projects in my previous roles, this was a real change for me. Being heavily involved with both the planning and the build for two large projects gave me a greater responsibility and allowed me to develop my skills significantly in both areas. The success of both projects has given me great personal satisfaction and the knowledge that I'm able to plan and manage teams effectively in producing solutions.

Komodo Media :: Web/Multimedia :: Feb 08 - Mar 09

Having freelanced for Komodo during the previous year I had built up a good relationship with them whilst working on several successful projects. This led to them offering me a full time position.

My role with Komodo was two-fold, on the one hand I was continuing my work as a Front End Web Developer incorporating W3C Accessibility and SEO to produce a number of highly crafted sites which performed well in both search and usability stakes.

The second aspect of my role was to push the company forward in integrating audio and video aspects into their web offerings. This was achieved through a number of projects and ranged on the audio side from simple SoundFX through to music composition and sound design and on the video side from compression of adverts or trailers through to multimedia presentations and the filming and integration of actors into website environments.

Working with clients including, Cartoon Network, Sony Pictures, Mattel and Nickelodeon, Komodo were always highly creative both in thought and deed. They were never afraid to venture into the unknown and this was certainly true of the time I spent there with new and differing challenges, it seemed, on a weekly basis. This fresh approach meant I was always on my toes and being proactive with techniques and technologies to push the creative boundaries.

Freelance :: Jan 07 - Feb 08

Following 4 years at Luxson, I felt I needed a new challenge and had built up some solid relationships outside of my day job. During this year I worked extensively with a handful of key agencies, most notably JWT Manchester on big name brands and projects including First Direct, Lambrini, Gamestation, Coors, Liverpool One and the award winning Go Lakes for Cumbria Tourism.

My time as a freelancer made me more industry savvy and forced me to 'step up my game' with regards to being solely responsible for my time, and my output. This left me with a much greater understanding of the process of a project including briefs, planning, budgets, time-scales and delivery which I hadn't previously been exposed to in any great depth. It also allowed me to work with a variety of different people with differing skill-sets and learning how to deal with strengths and weaknesses.

Luxson :: Front End Web Developer :: Sep 02 - Dec 06

Following a handful of interviews, I stumbled onto Luxson, more by accident than by chance, and from the moment I stepped into the mock Tudor-style house, I knew it was the one for me. The following interview just confirmed it and there I remained for over 4 years.

The philosophy of Luxson is simple, Create and Communicate. They are innovators in Strategic, Creative & Technical and for more than 4 years, I aided and abetted them in being just that. From producing online sales presentations, lingubots, music videos, flash games and of course... websites. Over the 4 years at Luxson, I gained valuable experience and skills and put in the required 110% and the odd all-nighter to ensure that we were always ahead of the game.

Whilst at Luxson, I was also actively responsible in converting their Web Standards to a compliant level which included a significant period of research. Many of the processes I introduced are still active today.

My stint at Luxson gave me exposure to a massive range of clients from localised companies to multi-national corporations such as GE. No matter who the client, the rules are the same... meet their demand and exceed their expectations.

Back to the beginning :: Mar 01 - Sep 02

My internet days began during my erstwhile student life when myself and friends would regularly be found between lectures in the IT room pursuing our own personal websites on Geocities. Fortunately, this lead onto slightly greater things, as the following year and a half was spent gathering together freelance work from here and there (JJB, the only work of any note) and making some kind of a living while constantly evolving and learning the skills I had developed during my course.

To be continued...