

# Gemma Leigh

Front-end web developer

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## Profile

As as Senior front-end web developer at Poke, I've been fortunate to build a portfolio of fantastic clients including Topshop, Alexander McQueen, Orange, Manchester City Football Club, French Connection, Yahoo! and Skype.

My first project for Poke was the Topshop website, building and integrating templates and working within the constraints of IBM's WebSphere as the Arcadia group moved to e-commerce. Next was DK Travel, for Dorling Kindersley. I created front-end templates and became part of an agile development process. I learnt a little Python along the way, building templates and refining them as the site evolved. Following that, I built templates for the Alexander McQueen website - a beautiful, unique shopping experience. These templates were integrated by a 3rd party.

Last year I built templates for Manchester City Football Club, working with designers to encourage re-use of layout modules and site components to meet a tight deadline. I also worked with the company integrating the templates to ensure the final site looked as close as possible to the designs. I have created Wordpress themes for French Connection's Manifesto blog and more recently for Orange and T-Mobile's Everything Everywhere.

## Skills

- Excellent XHTML and CSS, 6 years experience writing semantic markup to web standards. Awareness of HTML5 and CSS3.
- Experienced user of Fireworks and Photoshop.
- Excellent knowledge of browser quirks, accessibility issues and best practice, web optimisation techniques and SEO.
- Good understanding of the jQuery framework and version control systems (SVN, Mercurial).
- Experience integrating templates with the Django framework and Wordpress.
- Experience with localisation, having created templates for sites to be rendered in multiple languages, most notably in Arabic.

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## Experience

### **Senior Front-End Web Developer, Poke; London — 2005 - Present (5 years)**

Responsible for creating front-end templates for many projects - from static microsites to large e-commerce projects, with a focus on semantic markup, SEO and accessibility.

### **Freelance Web Developer; London — 2005 - 2006 (1 year)**

Developed microsites and HTML email for clients in the advertising and music industries.

### **Junior Web Developer, SAS; London — 2004 - 2005 (1 year)**

Working as part of two person development team, developing client websites with an emphasis on accessibility and adherence to W3C standards.

## Recent project work

### **Orange and T-Mobile - Everything Everywhere**

<http://everythingeverywhere.com>

A Wordpress theme for Everything Everywhere - Orange and T-Mobile's joint venture, mainly front-end, with a little integration work.

### **French Connection - Manifesto**

<http://manifesto.frenchconnection.com>

A Wordpress theme allowing custom post themes, varying colour and layout on a post-by-post basis.

### **Virgin - Virgin Racing**

<http://www.virginracing.com>

Front-end build of static templates, integration with a Django framework backend. Refinement of templates to get everything working in IE6

### **Manchester City Football Club - MCFC**

<http://www.mcfc.co.uk>

Static templates for Manchester City Football Club, working with designers to encourage re-use of layout modules and site components to meet a tight deadline.

## Education

University of Sussex, 2001-2004

BSc Multimedia and Digital Systems, 1:1 First Class Honours Degree

## Reference

### **Nick Farnhill, Founding Partner, Poke**

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