

CV Ray Hyde

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Education	<ul style="list-style-type: none">▪ HAVO (secondary school)▪ NIMA A/B (marketing)▪ SRM Reclame (advertising)▪ Various product and sales trainings▪ Scrum Open Assessment

Profile

Experienced front end developer with an eye for design

I am a frontend web designer/developer with over 18 years experience in designing and building websites, in HTML/CSS, Gulp, Grunt, Wordpress, Magento and other webshop and CMS systems. My roots lie in marketing communication and sales. This allows me to perfectly tie in my work to the target audience's perceptions and the goals of the principal.

As a developer I have the technical skills, such as HTML5, CSS3, Javascript (jQuery), LESS, responsive design, Magento and Wordpress. Also I am a designer with a good sense of shape and balance, with clarity of the message at the forefront of everything I make. Although I am not a programmer I can find my way around many programming languages, such as PHP and ASP, for e.g. template adaptation.

I have built up my experience in a number of industries, from books to travel and from logistics to software; often in high-volume/high-traffic environments.

Skill-set

- Skills**
- *Web development (18 years):*
 - frontend development in HTML(5), CSS, Javascript (jQuery), PHP, usability, SEO copywriting;
 - experience with i.a. Magento, Joomla, Wordpress, LESS, SASS, Gulp, Grunt, SVN, GIT, wireframing;
 - *planning:* Scrum (Jira, Trello, Rally, whiteboard);
 - *marketing:*
 - planning (strategic and tactical, including promo marketing);
 - consulting;
 - *marketing communications:*
 - advertising (planning, budgetting, design);
 - printed matter (copywriting, design, printing process supervision);
 - web-based (e-mail marketing, websites building and managing);
 - events (seminars, trade shows);
 - sponsoring (internal supervision);
 - *public relations*
 - copywriting (press releases, articles, business cases);
 - press events, lobbying.

- General skills**
- Is used to working in international environments;
 - bilingual: English and Dutch, both fluent in speaking and writing;
 - German reading and speaking: fair;
 - French reading: fair;
 - works intensively with a broad range of software products and can quickly master new software and technologies;

- Personality**
- Works and thinks on an academic level;
 - good communicator, team player and motivator;
 - works meticulously and accurately (a must if one works for third parties);
 - broad interest in business processes and structures;
 - quickly finds practical and creative solutions;
 - likes to quickly get to the core of a problem;
 - versatile;
 - can get along with many types of people.

Work experience

Employment	2000 - present	Freelance web designer
	1995 - 2000	Owner, EuroTech Marketing B.V.
	1992 - 1994	Channel Marketing Manager, Novell Inc.
	1987 - 1992	Marketing Communications Manager, WordPerfect Europe

Work experience (cont.)

Projects/clients	Project	Client/ <i>period</i>	Work
	Devise and implement A/B tests as part of growth marketing team	Telegraaf Media Groep (telegraaf.nl and metronieuws.nl) <i>April 2018 - present</i>	<ul style="list-style-type: none"> ▪ Visual Website Optimizer ▪ Google Analytics ▪ HTML/CSS/Javascript ▪ Design ▪ graphics
	Frontend for web application for online energy trading	AgroEnergy <i>November 2016 – January 2018</i>	<ul style="list-style-type: none"> ▪ HTML/SCSS/jQuery ▪ prototyping ▪ Highcharts.js ▪ Outsystems-platform
	Frontend for web application for online document management	RobotX <i>April 2017 – present</i>	<ul style="list-style-type: none"> ▪ HTML/LESS/jQuery ▪ jQuery UI ▪ Bootstrap
	Various projects for e.g. Volkswagen	Valtech <i>April – May 2017</i>	<ul style="list-style-type: none"> ▪ lease calculator script ▪ online survey script ▪ test scripts
	Building a website in Craft CMS	G2G Online <i>July – September 2016</i>	<ul style="list-style-type: none"> ▪ HTML/CSS/jQuery ▪ Craft CMS templates ▪ E-mail templates
	Building a Magento webshop theme	J&B Electronics <i>February 2016</i>	<ul style="list-style-type: none"> ▪ CSS ▪ PHP templates ▪ design ▪ graphics
	Building templates for various automotive webshops on ASP	Triangle Business Concepts <i>December 2015 - present</i>	<ul style="list-style-type: none"> ▪ HTML/CSS ▪ ASP-templates ▪ Design ▪ Graphics
	Building a generic template for an in-house developed CMS system	Zitecraft <i>December 2015</i>	<ul style="list-style-type: none"> ▪ HTML/CSS/jQuery ▪ bootstrap ▪ graphics
	Design and build a one-page website for violin makers	Contrada Musica <i>November 2015</i>	<ul style="list-style-type: none"> ▪ HTML/CSS/jQuery ▪ bootstrap ▪ design ▪ graphics

Design and markup of online financial application for inland shipping	Logos <i>September – October 2015</i>	<ul style="list-style-type: none"> ▪ HTML/CSS/JS/PHP ▪ CakePHP-templates ▪ design ▪ graphics
Building a graphically advanced Financial web application	IDVision <i>July 2015</i>	<ul style="list-style-type: none"> ▪ HTML/CSS/JS/PHP ▪ jQuery/CSS-animations
Various frontend work for neckermann.nl / vrijuit.nl	Thomas Cook <i>July 2014 – July 2015</i>	<ul style="list-style-type: none"> ▪ HTML/CSS/JS markup for: ▪ A/B-testing ▪ new booking pages ▪ landing pages ▪ promotional campaigns
Restyling Magento webshop	Comcol.nl <i>April - June 2014</i>	<ul style="list-style-type: none"> ▪ design ▪ HTML/CSS/JS markup ▪ adaptation of Magento templates
Webshop for Formula 1 merchandising	Triangle Business Concepts <i>November 2013 – March 2014</i>	<ul style="list-style-type: none"> ▪ design ▪ HTML/CSS/JS markup ▪ adaptation ASP templates
Solving frontend-issues for various customers	Dinkgreve Solutions, <i>November 2013 – February 2014</i>	<ul style="list-style-type: none"> ▪ design ▪ HTML/CSS/JS markup
Webshop for Formula 1 clothing	Triangle Business Concepts <i>October 2013</i>	<ul style="list-style-type: none"> ▪ design ▪ HTML/CSS/JS markup ▪ ASP templates
Webshop computer books and software	Computercollectief, Amsterdam <i>October 2011- April 2012</i>	<ul style="list-style-type: none"> ▪ design of Magento-shop ▪ Magento templates ▪ HTML/CSS/JS
Web shop chemists plus brand subsites	Webverzorgers, Alphen a/d Rijn <i>June-August, November 2011</i>	<ul style="list-style-type: none"> ▪ Magento templates ▪ HTML/CSS/JS ▪ browser-checking
Web shop courses	Webverzorgers, Alphen a/d Rijn <i>August 2011</i>	<ul style="list-style-type: none"> ▪ Magento templates ▪ HTML/CSS/JS

	Web shop cosmetics	Deadseacosmetica.nl <i>July-August 2010</i>	<ul style="list-style-type: none"> ▪ design Magento-shop ▪ Magento templates ▪ HTML/CSS/JS markup
	Online application for inland shipping	LogoS <i>August-November 2009</i>	<ul style="list-style-type: none"> ▪ Design ▪ UX-design ▪ HTML/CSS/JS
	Webshop software and licensing	Mensys BV, Haarlem	<ul style="list-style-type: none"> ▪ New design on top of old netData-code ▪ HTML/CSS/JS
Many websites in Wordpress or HTML/CSS/JQuery			