

Adam Braimbridge

Web: <http://www.adambraimbridge.com/>
E-mail: adam@adambraimbridge.com
Phone: 075 6270 8262

7 Ivatt House, Guinness Trust
Stamford Hill, London N16-5QN
National Insurance: SL704423D

About Me

I'm an award-winning web development specialist with over 6 years experience. I'm passionate about content, programming and user experience.

Work History

Senior Developer / Development Team Leader

June 2006 - Present

Bam Creative: <http://www.bam.com.au/>

As Development Team Leader, I was directly involved in all aspects of website production; working with salespeople, programmers and designers in co-operation with clients.

- Responsible for information architecture and interaction design (including storyboards, site maps and process flows, database schemata, sketches and wireframes, navigation, user interfaces, functionality specifications and prototypes.)
- Developed business strategies and project scopes for sales proposals.
- Assessed all website screen design drafts before presenting to clients for approval.
- Provided constructive feedback and inspired creative thought in team members.
- Worked in a client liaison role, explaining concepts and communicating ideas.
- Sporadically visited clients for on-location technical assistance and problem solving.
- Built sophisticated, stable, multidisciplinary web 2.0 applications and intranets.
- Chaired team and client meetings for strategic brainstorming, project briefings, application training, feedback and after-sales support.
- Educated co-workers in various web development techniques and coding practices.
- Designed, implemented and maintained MySQL databases.
- Coordinated website launches to be simultaneous with corresponding international advertising campaigns.
- Facilitated post-launch statistical monitoring and user feedback.

Achievements

- 2009 Australian Web Awards winner: *Sell to People* award.
- 2008 WA Web Awards winner: *Virtual Business* and *Innovation* awards.
- 2007 WA Web Awards winner: *Best Medium Business Site*.
- Promoted awareness of the "interaction seduction" phenomenon, leading to a valuable company-wide increase of semantic usability in front-end design.
- Co-developed strategies and associated sales material for SEO campaign products.
- Cultivated an in-house library of formal functionality specification documents.
- Led an internal project to release the current major version (3.0) of the company's proprietary CMS software; including development of core modules and associated application framework.

Working Holiday

July 2005 - June 2006

Various locations in Canada

- Based in Vancouver, I spent the year camping through the Canadian Rocky Mountains on motorbike, hiking in Whistler and doing a variety of freelance work.

Web Developer

April 2004 - July 2005

Bam Creative: <http://www.bam.com.au/>

As a Web Developer I pioneered long-standing development procedures and – when necessary – worked overnight to meet project deadlines.

- Developed strong programming skills in PHP, SQL, XHTML, CSS and JavaScript.
- Enjoyed working with frameworks such as CakePHP, jQuery and ExtJS (now Sencha.)
- Installed, configured and integrated third-party systems (e.g. SurveyGizmo, Campaign Monitor, Taleo, Google Analytics, WordPress and OpenCart.)
- Managed domains and web-space accounts, including e-mail management.
- Worked with existing websites, including JavaScript-based calculators, shopping-cart systems, membership-driven community sites and first generation CMS software.
- Readily adapted my skill set to whatever was required, e.g. Photoshop image manipulation, QuickTime digital video production, Flash SWF animation & interaction, Microsoft Office documentation, spreadsheets and presentations.
- Unix command-line work (e.g. server maintenance and troubleshooting, file permissions and access control, user management and CMS installation.)
- Developed solutions for online e-commerce gateways, Facebook applications, Twitter integration and OpenID membership/access control.

Achievements

- 2005 WA Web Awards Winner: *Best Online Application*.
- Conducted an internal Plain English campaign to dramatically improve the quality of company documentation, content and correspondence.
- Co-developed company processes for website version control and development/staging/live deployment (using Subversion and Capistrano.)

Twin Cities Regional Broadcasting Association

February 2003 - April 2004

Secretary of the Board

- Worked in a volunteer capacity to gain experience in a corporate environment and to be more involved in the political and cultural life of my community.
- Responsibilities included sourcing interviews and audio production as a Producer and secretarial duties as Secretary of the Board.

Business Owner

March 2001 - April 2004

Castledale Virtual Tours

- Owned and operated a business developing 360-degree virtual tours and digital photography for clients in the real estate industry and for local government agencies.
- Duties included small business management, accounting, sales, contracting freelancers, digital photography and image manipulation, software design & development and third-party website integration.

Education (Western Australia)

<i>Cert. Small Business Management</i> , New Enterprise Incentive Scheme.	Jan – March 2001
<i>Diploma of Interactive Multimedia</i> , Joondalup Tertiary College	1999 – 2001
<i>Qualified Chef</i> (Cooking Tradesperson Apprenticeship.)	1993 – 1997
<i>High School Diploma</i> , Ocean Reef Senior High School.	1988 – 1993

Skills and Interests

- I'm skilled in web development (LAMP, JavaScript, CSS, XHTML, etc.), information architecture, front-end design, back-end functionality, Plain English, white-hat SEO, content management and user experience.
- Academic subjects like cognitive neurology, evolution, technology and philosophy fascinate me. I find science especially inspirational.
- Whenever I can, I spend time on cultural distractions, such as getting involved with community groups, literature, cinema, theatre and music.
- I enjoy adventurous activities like travelling, sports, and hiking.