

Rupert Breheny

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tech info

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I am a creative, confident front-end developer and video-editor. I specialise in building standards-compliant, semantic, accessible websites. I can manage small teams to deliver innovative solutions to tight deadlines. A quick learner with an eye for detail, I can think on my feet and possess a problem-solving mindset. Additionally, I am a strong, articulate communicator, with good client-facing skills.

achievements

- ten years freelance web development on a wide variety of high profile sites
- designed and wrote community action website featured on TV (London Tonight) earning my local MP's nomination for the Taking a Stand Award 2004
- designed and built Yell's Top 10 new UK website, Destination Docklands, July 2000
- four years lecturing in ICT, teaching adults and teenagers to AVCE level, developing curricular materials and delivering staff training
- filmed and edited David Hasselhoff's video-blog

- copy editing for websites with published articles in newspapers and magazines
- able to film, edit, encode, transcode and embed a variety of video content
- fully conversant with a broad range of Google applications including Earth layers, Map mashups, Analytics, Google Video, Google Apps, Search Engine Optimisation

technical skills

languages : HTML 4 / CSS 2 / XHTML 1 / JavaScript / ActionScript / DOM

creative : Photoshop / Fireworks / Illustrator / InDesign
Dreamweaver / Flash / Final Cut Pro / Premiere

systems : Win XP / Mac OS X / Win 2000 / Win 98 / Win 3.1

back-end : integration with ASP / .NET / Cold Fusion / mySQL / Contribute

packages : Word / Excel / Access / PowerPoint / Acrobat

hardware : PCs built from scratch / implementing internet security measures

projects

clients : GlaxoSmithKline / JVC / Kelkoo / NTT / Royal Geographical Society

agencies : Agency Republic / M&C Saatchi / Ogilvy Interactive / Dare Digital
Leo Burnett / Publicis Modem / DLKW / Craik Jones / Fortune Cookie

campaigns : AA / Ariel / Barclays / British Airways / Burger King / First Direct
Halifax / Home Office / Land Rover / O2 / Olay Skincare
Scottish Widows / Shell / Superdrug / Vodafone / Woolworths

work info

selected freelance work

Digitas (Scottish Widows & Shell) _____ April & November 2007

- pixel perfect semantic templates built with accessible XHTML and CSS
- coding of dozens of page components for population by offsite teams

M&C Saatchi (British Airways & Home Office) _____ 2005 & 2007

- localisation of pan-European "London is Closer" web campaign for British Airways
- page templating, graphic production and accessibility refinement
- programming of animated elements with progressively enhanced DOM scripting

Virgin Media – Lead Client Side Developer _____ July – October 2007

- template build and graphic production for entire Virgin 1 website
- integration of front-end interface with PHP back-end and AJAX modules
- project documentation and liaison with offsite creative teams

BBC Future Media – iPlayer Team _____ Spring 2007

- core client-side developer for BBC iPlayer Site Infrastructure Team
- integration of dynamic interaction with gracefully degrading JavaScript
- developing specifications for internal tools and wireframing interaction

Google – Web Specialist _____ Spring 2006 – Spring 2007

- page coding and CSS templating for www.google.co.uk
- content production, video-editing and design for Google Video
- graphic design and Earth layers for BBC Wildlife, BA, The Cousteau Organisation
- maintenance and DHTML enhancements for European intranet

Ogilvy Interactive (BT / Yahoo) _____ April 2006

- production of strictly validating email newsletters for BT / Yahoo campaigns
- cross-browser support for PC/Mac Firefox, Explorer, Safari, Lotus Notes

Radley Yeldar (Rolls-Royce) _____ March 2006

- content population and coding for Rolls-Royce online Annual Report 2005
- adherence to strict accessibility guidelines and development of print stylesheets

BBC Worldwide – Web Applications Team _____ Winter 2005

- assisting the in-house design team transition to standards compliant CSS / XHTML
- developing technical specifications and scheduling for new web projects
- design, coding and JavaScript integration for Mac OS X Dashboard Widget

Natural History Museum _____ October 2005

- content and templates for Wildlife Photographer of the Year microsite
- hand coded pixel-perfect CSS and XHTML to strict brand identity guidelines

Endemol (Hutchison 3G, Channel 4) _____ Autumn 2003

- researched and developed technical specification for content admin system
- developed database application for generation of XML (RDF) content
- wrote technical documentation and delivered training to non-technical staff

study info

education

June 2007

Hack Day - London
Attendance of joint Yahoo / BBC API training weekend for web developers

Spring 2005

Undertook Microsoft Certified Professional (MCP) accreditation - Networking and Windows 2000

Jul 2003

Dreamweaver Certification

Central St. Martins College of Art

Oct 2001 - Dec 2001

Graphic Design

Oct 1999 - July 2002

LOCN - JavaScript Programming
LOCN - Photoshop
LOCN - Maya
LOCN - PC Maintenance

Aug 1998 - July 1999

LOCF - Animation and Multimedia (Director)

St. Andrews University

Oct 1988 - Jun 1992

Marine and Environmental Biology
BSc Hons. - Upper second class (2-1)

Oct 1993 - Mar 1994

Post-grad certification - I.T.

portfolio

Examples of design, writing, coding and programming for a variety of clients:
portfolio.breheny.com

References available on request