

WEB/AGENCY CV:  
CONTACT DETAILS  
REMOVED.

see [www.heathcliffe.net](http://www.heathcliffe.net)

# Heathcliffe Bird

## CURRICULUM VITAE

### About me

I'm experienced and well practiced in end-to-end site design and creation, including front end design and development, data design, back end development, project management, editorial and graphic design. I've built websites for over 15 years. These days most of what I do is in Drupal.

I'm a safe pair of hands: technically sound enough to handle most things, but knowing my limits well enough to not be a danger to others. I'm happiest when there's a plan, standards, and some documenting going on but I'm happy to improvise those in their absence.

I'm looking for freelance or long term work building sites or looking after jobs and clients. I enjoy both equally.

### Remote working and equipment

Should you need it, I have my own software and equipment. I can work remotely or bring my own kit on site

#### Hardware includes:

- 2x MacBooks (13", 15")
- External monitors
- Ipad/Iphone,
- Android phone

#### Software includes:

- Adobe CC (full subscription)
- Parallels/Windows
- Sketch
- Affinity Photo/designer

### Employment history

JULY 2013 TO AUGUST 2015:

#### HEAD OF DIGITAL, ANDERSON NORTON DESIGN

In this role, my work was split approximately 60/40 management to development. On management, I project managed builds, was the client point of contact for all things digital, handled digital recruitment, worked on pitches and presentations, and costed and specced jobs.

On development I did the back end and architecture for sites (mostly Drupal), managed the servers, created wireframes and structural designs, architected data, designed infrastructure, coded raw theme templates used by front end developers (creating boiler plate templates exposing views, data and fields with wrapper classes), and handled site maintenance and updates.

I rationalised development and hosting, moving all sites to common core, standardising hosting and updates, and developed an in-house developer guide.

2005 TO 2013:

#### FREELANCE WEB DEVELOPMENT

(see examples in website/portfolio) Including:

##### Data architecture and back end development:

Predominantly Drupal and PHP.

**Front end themeing:** SASS/CSS/HTML/Javascript. Also scaffold PHP templates for Drupal.

**Storefront design and building:** Drupal, & some Magento.

**Web-based magazine development**

**Brochure sites** for various clients

**Email design and microsities**

**Project management and production**

**Pitching, functional requirements, specs and costings**

**Training and learning materials development**

2005 TO 2008:

#### FREELANCE ART DIRECTION AND MAGAZINE PRODUCTION

Including titles at IPC, Metropolis, and Solo Publishing (now part of Warners Group).

### Skills include

- Drupal
- HTML
- SASS/CSS
- Javascript
- Site and data architecture
- Wireframe design and template structuring
- PHP
- Git
- Adobe CS
- Basic server/cpanel and Apache setup and maintenance
- Job planning and costing
- Graphic, web, and magazine design
- Copy writing, covers
- Art direction
- Presenting, pitching, sales

### Clients include

- Government and Westminster departments including employment and education
- Private equity companies
- PPA
- Rio Tinto
- Brands (direct or via agencies) including IBM, Pepsi, Smirnoff, Ericsson, BT, Sandisk, Eat Natural, Cobra, RSPB
- IPC Media (including Ideal Home, Hi-Fi News, Guitar and Bass, Prediction, Stamp, 4x4, and various lifestyle magazines)
- EMAP
- Dennis Publishing
- Warners Group
- Metropolis Publishing
- Islington Council

## 2003-2005: TRAINING AND SUPPORT, LONDON BOROUGH OF ISLINGTON

- Courseware development and classroom teaching
- Development of database and back end systems
- Maintenance of mobile facilities and satellite networking
- Launch team for borough-wide community learning network

## 2002-2003: FREELANCE CONTRACTING INCLUDING:

- Web design and programming (PHP/MySQL/Apache)
- Magazine production and graphic design
- Development of database-driven print publishing systems.

## 2000-2001: PRODUCTION & DEVELOPMENT MANAGER, SAFFRON HILL

- Project management & workflow
- Development of in-house CMS systems and sites
- PHP and MySQL development.

## 1998-2001: COMPUTER GYM UK LTD Course development and training (freelance)

## 1998-2000: PRODUCT DESIGN AND SALES, LONDON RESTAURANT DIARY Product development and media sales (freelance)

## 1996-1998: FREELANCE ART DIRECTION AND PUBLISHING

- Magazine production and art direction
- Consultancy for magazine launches

## 1995-1996: I.T. MANAGER, TRAFFIC INTERACTIVE (FREUD COMMUNICATIONS)

- Webcasting and on site installations
- Staff management, I.T. contracting and tendering
- Project management and budgeting
- Technical support

## EARLIER:

- **St Benedict's Community School, Sydney:** Teaching problem teens
- **Deakin University, Sydney:** Courseware development for distance learning
- **Various agencies:** Graphic design, web, repro and advertising
- **Department for Education and Employment, London:** In house design and studio migration
- Specialist journalism on various titles covering technology, computing, engineering and audio

## References

(Available on request).

## Interests

Gardening and permaculture, 3d printing, economics, blockchain and distributed platforms, technology, cooking and baking, walking my dog, home brew.

## RECENT WORK

See my website for more:  
[www.heathcliffe.net](http://www.heathcliffe.net)



**Dukes Education website**  
[www.dukeseducation.com](http://www.dukeseducation.com)



**August Equity website**  
[www.augustequity.com](http://www.augustequity.com)



**Sonnet Care Homes website**  
[www.sonnetcarehomes.co.uk](http://www.sonnetcarehomes.co.uk)



**Amsphere website**  
[www.amsphere.com](http://www.amsphere.com)



**TDR Capital website**  
[www.tdrcapital.com](http://www.tdrcapital.com)