

James Lane CV

Email: recruit@jameslane.co.uk

Phone: 07724 464 695

Academic Achievements

- 2008 - 2011 BA(Hons) Degree in Design and Art Direction, Manchester Metropolitan University
- 2006 - 2008 Triple Distinction BTEC National Diploma in Graphic Design, Runshaw College
- 2001 - 2006 11 GCSEs ranging from grades A-C, Bishop Rawstone C of E Language College

Industry Experience

- 2016 - Present UI/UX Designer/Developer - N Brown (JD Williams, Simply Be, Jacamo, High and Mighty, Fashion World and more)
 - Working in an Agile environment to build upon existing websites and create new sites on the SAP Hybris platform (JSP Templates).
 - Pen and paper wireframing to quickly brainstorm new ideas with Business Analysts and the UI team.
 - A/B Testing in Monetate using data from Google Analytics to define tests.
 - Prototypes created using Axure, Sketch with InVision, Anima and the built-in prototyping tool.
 - Maintaining a responsive internal design system/demo (Nunjucks Templates) for BA approval before development commences.
 - Working with developers to improve performance of the sites by explaining what can now be done using modern CSS techniques.
 - Using Git (UI Team) and Mercurial (Developer) workflows for the deployment of each production and internal demo website.
 - Creation of the UI Design Principles to be used throughout N Brown websites.
- 2012 - 2016 Sole Graphic & Web Designer / Developer - Apico Factory Racing (Off-Road Product Manufacturer & Distributor)
 - Product catalogues including all product photography (both Apico and supplier's catalogues)
 - Responsive web design including build of the sites and all artwork
 - www.apico.co.uk - Built on Magento (Trade-Only eCommerce Site)
 - Custom PHP, HTML, JS and CSS. Extra functions implemented using custom plugins and modules respectively.
 - Email design (full coding and imagery) - Creating custom templates for distribution using Mailchimp
 - Print advertising (In-house, magazines, online & supplier advertising)
 - Packaging, Stationery, Motorcycle Graphics Kits and assisted product design
- 2010 - 2012 Sole Graphic & Web Designer - Galaxy Print
- 2008 - Present Freelance UI/UX Designer & Developer, Graphic Designer, Web Designer, Front-End Developer
 - Server Setup, Front-End Design and Development of www.cloughbottom.com - The Out Barn Wedding/Events Venue.
 - Built on Craft CMS using HTML, JS and Sass with the Gulp Task Manager
 - Complete Front-End Design and Development of www.mxlarge.com - Leading International Motocross News Website.
 - Built on Craft CMS (Previously built on Wordpress) using custom MDL, HTML, JS and CSS (Sass Pre-Processor)
 - Built in SEO to theme such as automatic social sharing with OG metadata
 - Advertising and Exhibition Stand design for Helmet Manufacturers; Arai
 - Logo design for Global Accounting Service Provider: TaurusQuest and sister-company; DataTracks
 - Print and Web advertising for Leatt Protectives; high-performance products for extreme sports
 - Print advertising and Product photography for leading Trials Motorcycle specialists; Hebo
 - Print and Web advertising for Motorcycle Clothing companies; Malcolm Smith Racing and ANSR Racing
 - Print and Web (HTML 5 instead of Flash) advertising for Inch Perfect Trials
 - Added functionality to HTML 5 Advert to create user-interaction
 - Member of the community staff at Designer News

Technical Knowledge

- Highly skilled in and experienced knowledge of; HTML, CSS (Using Less or Sass for efficiency), Javascript (Vanilla/ES6 and frameworks), Grunt, Gulp, Git, Terminal/Command Line, Adobe CC, Microsoft 365.
- Experience in setting up and maintaining servers and confident in server-side technologies.