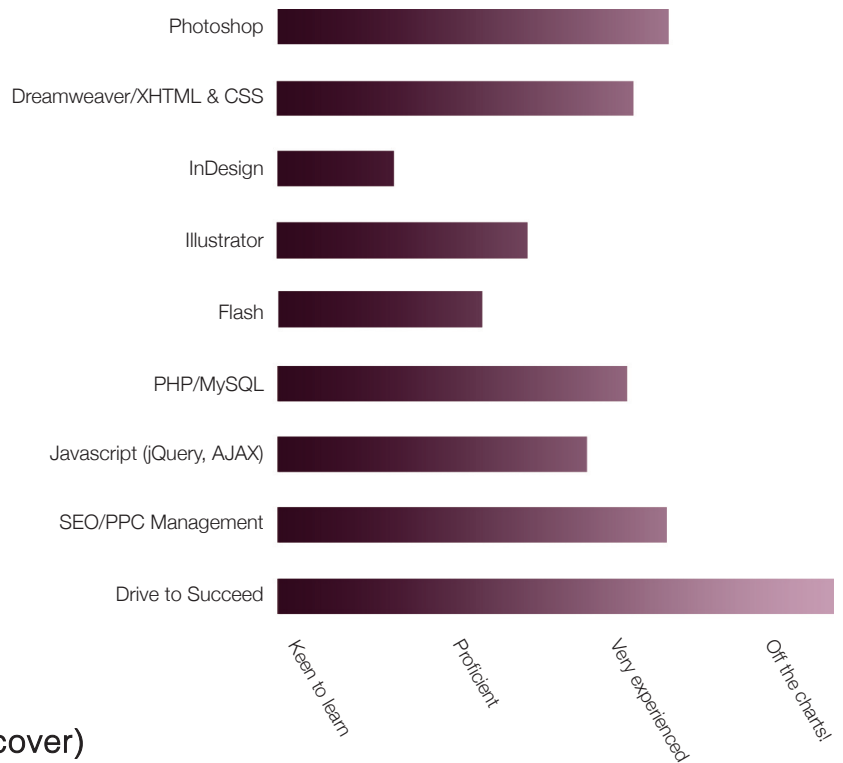


# Jack Shepherd Curriculum-Vitae

## profile:

A proactive, results-driven individual, with a proven track record. Able to produce exceptional work under pressure - in a team, or independently.

Determined to forge a successful career in the web development industry. A fast learner, with five years of relevant experience.



## experience:

**10/10 – present**  
**Flybe Limited**  
**Web Developer/Designer (maternity cover)**

Working for nine months at this successful company during a time of expansion has been an exciting experience, as well as a valuable learning curve. As part of a team of three designers/developers I took part in a total redesign of the £1million-a-day site, as well as taking a leading role within the team for all things JavaScript, utilising the jQuery and Prototype frameworks.

The new experience of working in a technical team has given me opportunity to realistically assess my strengths and weaknesses, helping me to become better rounded in my abilities. I have also learned a great deal about the practical side of teamwork; my planning, code organisation and use of source-control have improved greatly.

The scope and scale of the site has brought new and interesting challenges - the use of multi-variate testing as well as careful examination of analytics data has lead me to a more data-driven design philosophy.

Personal contributions additional to my usual team workload have allowed me to use my back-end coding skills in an otherwise front-end environment. Projects have included a live flight information application for use in times of disruption, a prototype calendar view for flight selection, a contact management system, as well as several scripts to automate manual tasks, many of which have received praise from a high level in the company.

**03/10 – 10/10**  
**Jack Shepherd Design**  
**Freelance Web and Graphic Design**

I spent six months freelancing, working for a number of long term clients. I helped clients create entire business identities, including logos, websites and print advertising.

## experience (continued):

**04/09 – 03/10**

**FW Home Stores**

**Web Developer / Graphic Designer**

Shortly after Sleepright (my previous employer - below) was sold to a large PLC, I moved to a smaller chain in the same group.

I oversaw a complete rebrand, including logo, website, and print advertising style. Under my marketing effort FW Home Stores celebrated several weeks of record-breaking turnover, and consistent improvement in like-for-like sales.

**01/08 - 03/09**

**Sleepright UK Ltd.**

**IT Manager / Web Designer / Graphic Designer**

My role at Sleepright covered all of the above, often simultaneously. Having opened 100 stores in 18 months, the company lacked both IT infrastructure, and a formal corporate image. While at Sleepright I:

- Assisted in a rebrand that included a new logo, advertising layouts and store P.O.S.
- Wrote a style guide for use across all advertising, point of sale and internal documents
- Doubled website sales through SEO and PPC management
- Wrote from scratch a PHP-based corporate intranet

**01/06 - 09/07**

**Jumpstart Media**

**Self-Employed Advertising Business**

For just under two years a friend and I built up a business partnership promoting retail outlets and small businesses. We sold advertising space on a map that we distributed to freshers at several university cities in the South West.

Under the name Jumpstart I also did work for a variety of local clients, designing websites, posters and even arranging a sandwich board and leafletting in Exeter city centre.

## education:

I studied for a year at Exeter College, achieving an 'A' grade (Philosophy) and two 'C's (Psychology, Music Technology) at AS Level. I chose not to carry on into the second year in order to pursue my business ambitions.