Rachel Victoria Clayton

Front End Developer

SUMMARY

With an extensive background in design, I have spent the last few years reskilling and freelancing as a Front End Developer, working alongside designers to ensure clients are delivered sites that provide for all of their commercial needs. I am now looking to transfer these skills into a more corporate environment, where I fully believe I can thrive and add value to a business. Through my work, I have developed strong communication skills, from being in customer facing roles and having to run and attend customer meetings. I have a keen eye for detail along with strong organisational skills, having experience as Head of Design, where I enjoyed managing and training junior designers who were new to the industry. I am comfortable working under my own initiative and within a team in a fast-paced environment.

WORK EXPERIENCE

Freelance Front End Development, Leicester, United Kingdom
Independent development, with a focus on WordPress and Shopify ecommerce development.

Front End Developer (May 2022 - Present)

- Developing themes and custom components for Shopify ecommerce stores and WordPress sites based on wireframes and prototypes designed on Figma, using HTML and CSS.
- Creating new features, functionality and capability on ecommerce sites using JavaScript.
- Recommending solutions for a streamlined, user-friendly interface with the designers.
- Designing and implementing HTML email templates and newsletters for marketing campaigns.
- Performing bug fixes and code reviews.
- A/B split testing on landing pages using Google Optimize.

Three Sixty Fashions, Leicester, United Kingdom
Creating placement and repeat prints for women's and girlswear for high street and online retailers.

Graphics/Print Designer (November 2018 - January 2023, Redundancy - UK office closure)

- Working independently to manage workload, working closely and efficiently with in-house designers and clients such as Next, River Island, Lipsy and Kaleidoscope.
- Effective communication with overseas factories, meeting strict deadlines and requirements.
- Attending and running customer development meetings and workshops.

Empyrean Prints & Fabrics Ltd, Leicester, United Kingdom
Managing a design team creating repeat and placement prints for commercial fashion brands.

Head of Print Design (March 2017 - November 2018)

- Management and training of inexperienced junior designers.
- Managing studio workload and assigning appropriate tasks within the team.
- Working confidently to briefs and communicating effectively with customers.
- Working in a fast-paced environment, reacting to changes in customer requirements quickly.
- Communicating effectively with sales and production teams to ensure customer satisfaction.
- Holding meetings with current and prospective customers alongside our sales representative.
- Establishing organisation methods within the team to facilitate more efficient working practice.

PREVIOUS EXPERIENCE

Graphics Print Design, Venture Graphics Ltd, Leicester, UK (July 2013 - March 2017)
Freelance Design Work, Twisted Muse, Manchester, UK (January 2013 - August 2015)
Assistant to Creative Director, Twisted Muse, Manchester, UK (July 2012 - January 2013)

References available on request.

CONTACT

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SKILLS

Development Skills:
- Front End Development
- HTML, CSS
- Responsive web development
- JavaScript, jQuery
- Bootstrap
- A/B split testing using Google Optimize
- Cross-browser development

Design Skills:
- Strong UX understanding
- User interface design
- Adobe Photoshop
- Figma

Personal & Professional Skills:
- Managerial experience
- Effective communication with clients and colleagues
- Teamwork and team management
- Excellent organisation skills
- Time management and workload prioritisation

EDUCATION

Front End Developer courses completed on TreeHouse and CodeAcademy

BA (Hons) 2.1 in Textiles
Manchester School of Art,
Manchester Metropolitan University

A Levels:
Art & Design (A), Media (B), English Language (C), Photography (B)

10 GCSEs including:
Maths (B), English Literature (A), English Language (B), Textiles (A*), Double Science (A, A), French (B)

OTHER

Passion for travel and interest in East Asian cultures. Keen reader, particularly science fiction.