

Danny Connell

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Profile

I am a web and hybrid mobile app designer & developer with 7 years of industry experience. I won Unmatched Style's annual CSS Off competition out of over 400 worldwide competitors. I've also independently created 4 iPhone apps. One of which, Fudget – my personal finance app, has received over 80,000 worldwide downloads, mostly 5 star reviews and positive press coverage from Engadget and other news sites. Clients I've designed and developed for include Virgin Media, Fairtrade and NHS.

Key Skills

Technologies

- ✓ PhoneGap / AngularJS / Ionic
- ✓ HTML5
- ✓ CSS3 / SASS
- ✓ JavaScript / jQuery
- ✓ Tumblr / Wordpress

Skills

- ✓ Responsive design
- ✓ iPhone app development
- ✓ Cross browser/device comp.
- ✓ Web, UI and print design
- ✓ Team management

Software

- ✓ **Adobe:** Fireworks, Illustrator, Photoshop, After Effects, Premiere Pro
- ✓ **Other:** Sublime Text, AutoHotKey, Xcode

Related Work Experience

Technical Consultant / Web & Cross-Platform Mobile Developer

January 2016 – Present

Reason Digital

- I work for one of the UK's most successful digital agencies as a Technical Consultant, specialising in projects that solve social problems. I worked on multiple successful apps, web apps and websites.
- Produced cross-platform mobile apps using Cordova, Telerik, jQuery, Ionic, HTML5 & CSS3.
- Produced stunning and interactive websites using HTML5, CSS3, SASS, jQuery and JavaScript.
- Acted as Technical Consultant both in and out of house. Consulted with clients around the country in order to gather information for projects, advise and guide decisions.

Independent Mobile App Developer

July 2011 – Present

Danny Connell

- I work for myself, conceptualising, designing, developing & marketing my own iPhone / Android apps.
- All of my apps have average customer reviews of 4 stars or more.
- My personal finance app, Fudget, has received over 80,000 worldwide downloads, mainly 5 star customer reviews and positive press coverage from Engadget and other news sites.
- Developed a solid understanding of App Store success – how to increase downloads and user engagement, the various revenue models (and when & where to use each), keyword optimisation etc.

Senior User Experience Developer

February 2011 – December 2015

Reading Room Manchester

- I worked for an award-winning digital agency as a Senior Front-End Developer. I worked on several successful projects for clients such as Fairtrade and NHS
- Pioneered the use of responsive design, building RR's first responsive site, [Fairtrade on the road](#)
- Won IMA's "Best in Class" award for [Fairtrade on the road](#) in the category "Blog"
- Writer for the Reading Room blog on topics including jQuery, responsive design and productivity.
- Met with clients, both in-house and around the country in order to gather information for projects.

Lead Developer, Designer, Front-end Developer

December 2009 – December 2010

NuBlue Web Solutions

- Successfully led a strong team of developers, delivering complex, quality web applications on time and budget for high-profile clients. CMS's included ExpressionEngine, Magento & Wordpress.
- Liaised with clients, delegated tasks, produced quotes. Helped win business with pitch designs.
- Designed and front-end developed many projects for a wide range of clients (NHS, Nutricia, Virgin).
- Won IMA's "Outstanding Achievement Award" for Cruise Connections website in 2010.

BSc(Hons) Professional Sound & Video Technology (2:1)**HND Professional Sound & Video Technology (Distinction)**

- Became skilled in XHTML, CSS, ASP.NET 2.0, C#, ASP, VBScript and Flash, scoring Distinction and First grades in all web-related modules
- Trained in Visual Studio, Dreamweaver, Flash, Premiere Pro and After Effects software
- Won the *School of Computing, Science and Engineering* School Prize for 2 years running
- Dissertation "A Study of Usable Web Design" formed a successful study of web usability
- Designed and produced several static and database-driven websites including a fully-featured shop website, *DVD Bargains*

Eccles College and Moorside High School

- **3 A-Levels** (Computing, General Studies, Music)
- **10 GCSEs** (C and above)

Skills and Achievements

Web / App Design and Development

- Won Unmatched Style's [2012 CSS Off](#) competition out of over 400 worldwide competitors – a front-end development competition judged by industry leaders Chris Coyier, Ethan Marcotte & more.
- Independently conceptualised, designed, developed and marketed 4 successful iPhone apps. [Fudget](#), my personal finance app, has received over 80,000 downloads, mainly 5-star reviews and positive press coverage from Engadget and other news sites.
- Produced responsive/fluid websites, including [Fairtrade's Tumblr blog](#)
- Implemented CMS's and Ecommerce (Kentico, DNN, Textpattern, Wordpress, CS Cart, OpenCart)
- Produced many website designs using Fireworks and Photoshop with an emphasis on usability, flair and careful structuring of navigation & content to get the important information across

Print Design, Animation and Video Production

- Designed attractive print material including brochures, case studies and posters
- Created animations/websites using Flash and complex 3D animations using After Effects - Rubik's Cube 3D Animation scored a high First at degree level

Personal Skills

- Sharp eye for quality, detail & errors after quality assuring 100s of games and websites
- Excellent communication/team skills from working in software development teams 7+ years
- Team management – successfully managed a strong development team
- Effective time management – succeeded in working quickly, meeting deadlines & balancing projects
- Strong client-facing skills – accustomed to facing clients in a friendly, personable manner, gathering information and delivering training and presentations

Examples of Recent Work

View more examples at www.dconnell.co.uk

- [Fudget](#) (iPhone app) – independently designed & built this iPhone app using Cordova (PhoneGap), jQuery, HTML5 and CSS3.
- [Wallpaper Maker](#) – produced this DIY wallpaper maker app using Cordova, jQuery, HTML5 & CSS3.
- [CSS Off 2012 Winner](#) – won this HTML/CSS/JS competition out of over 400 worldwide entrants
- [Fairtrade on the road](#) – completed all development of this fluid/responsive Tumblr blog
- Animation/print work: [Rubik's Cube Animation](#), [A4 Case Studies](#), [MDB Roller Poster](#)

Other Work Experience

- **Web Designer/Developer** – various roles (2007 – 2009)
- **Console / Mobile / PC Games Tester** – Eidos (2008)
- **Mobile Phone Games Tester** – Ifone (2004-2006)
- **Bar Tender** – Fifth Avenue (2003)
- **Farm Worker** - various in Australia (2002)
- **Chef** – Exchange Bar & Grill (2000-2001)

Interests

I've played guitar since 1995 and love movies/books with a leaning towards crime/sci-fi.

References

Michael Ashworth – *Managing Director*, NuBlue Web Solutions – michael@nublue.co.uk | 0800 0337074
Diana Erskine – *Managing Director*, Reading Room Manchester – diana.erskine@readingroom.com | 0161 274 0720