

# Rob Ford

---

## Personal:

Marital Status: Married  
Driving License: Full (Clean) UK  
Health: Excellent

## Portfolio:

<http://www.thebackcountry.co.uk/>

## Core Competencies:

### **PHP**

PHP 5 & 4 object oriented programming  
MVC Frameworks (CodeIgniter, CakePHP, Zend Framework etc)  
Web Services & XML

### **Version Control**

Subversion/CVS

### **MySQL / MS SQL Server**

Relational database design, build & optimisation  
SQL queries/stored procedures

### **JavaScript**

Procedural/OO programming  
AJAX based interfaces/interaction (Prototype & Scriptaculous, JQuery, Mootools etc and home-rolled)

### **HTML**

Hand coded XHTML 1.0/1.1 Strict  
Hand coded CSS2  
Table-less CSS based cross-browser design  
Accessibility - Coding to AAA conformance and WAI guidelines

### **E-Commerce**

All aspects

## Additional Competencies:

### **Photoshop / Fireworks / Illustrator**

### **Streaming Media**

### **Documentation**

Database schemas  
Functional specs  
Technical specs  
User guides

## Industry Experience:

**July – End Nov 2008** Contract front end developer – Conchango (<http://www.conchango.com/>)

I worked as a front-end developer and spent 4 months working in an Agile environment, on the new River Island web site (going live in March '09). I was responsible for: creation of semantic, cross-browser markup from photoshop templates & integration into a .Net application framework, advanced javascript including in-page animation, client-server interaction and implementation of custom Omniture reporting.

I also worked on other client projects for Conchango including Barclaycard (intranet application), ireland.com (<http://www.ireland.com/>) and Tesco Digital (<http://tescodigital.com/>) and on-site at Associated News.

**May - End June 2008** Freelance web developer

I worked on 3 freelance projects for private clients including: e-commerce websites for Sirenic Silver (<http://www.sirenicilver.com/>) and Images de Provence Ltd (<http://www.imagesdeprovence.co.uk/> - going live during July '08) and a major site update for My Property Guide (<http://www.mypropertyguide.co.uk/> - going live at the end of June '08). I also worked as a freelancer for Delete (deletelondon.com) on a short contract, converting the static Creature Discomforts website (<http://www.creaturediscomforts.org/>) to WordPress.

**Oct '07 - End March 2008** Freelance web developer

I worked as a freelancer for Higher Ground Digital Design (hgdd.co.uk – Covent Garden) completing 5 data-driven (php/mysql based) web sites.

**April - End September 2007** Freelance web developer

I worked as a full-time freelancer at weddingpath.com (North Soho) helping them with e-commerce, Ad serving, advanced JavaScript, interface design & implementation and a whole host of other php/MySQL projects.

**May '00 - April 2007** Agency Partner / Freelance web developer

I've been the majority partner in Out of the Trees (<http://www.outofthetrees.co.uk/>), a small web design & development firm, for the last eight years. During this time I've worked on many varied jobs – please see <http://www.outofthetrees.co.uk/portfolio/> for more details.

I have been responsible for around 90% of SelectaCart - <http://www.selectacart.com/> - a complete php/mysql, standards-based ecommerce solution.

I have worked on various freelance php/mysql/xhtml projects including work for, amongst others, weddingpath.com, The National Children's Bureau, Continental Tyres and fresh01.com.

**Nov '02 - April 2003** Freelance web consultant (Hays Telecoms)

I worked freelance for ntl (the telecoms company) on various internal projects: mostly system design / specification / documenting work, but also completed one large MS Access project.

**February '97 - April 2000**

During this time I spent the winters in the French Alps working as a bar person, transfer rep and snowboard guide/instructor. During the summers I worked freelance on various web design projects.

**Other Experience:**

Financial Planner - Acuma Financial Planning, Fareham, Hants

Estate Agency Branch Manager/negotiator - Various Companies, Southampton, Hants

Administration Officer - Civil Service (Department of Employment, Cardiff)

**Education:**

UWIC, Cardiff

HNC Computing

Chartered Insurance Institute

Financial Planning Certificate 1, 2 & 3

Stanwell Comprehensive School  
Penarth, South Wales

'O' Levels: English Language, English Literature, French  
German, Mathematics, Biology

'A' Level: French

### Additional Information:

I was very fortunate to be able to indulge my passion for snowboarding for five seasons, living & working in the French Alps and still go regularly to Les Arcs to ride with my friends - I'm also a fluent French speaker. My spare time tends to revolve around spending quality time with my wife and baby son (born May 2007), playing golf (I have a handicap of 6), keeping fit (I run 4 or 5 days a week), socializing, listening to music / going to as many gigs as we can fit in, movies and avoiding computers.