

# STEFFAN WILLIAMS

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## PROFILE

I help people realise their amazing ideas, products and services. For eight years I have designed and developed projects with modular, reusable, tested and maintainable code based on current best practices with regards to web standards and accessibility. My expertise has resulted in products that are loved by millions of users worldwide.

## EXPERIENCE

### Booking.com

2013—14, 2016—Present; Client-side Developer; <http://booking.com/>

My role as a front-end developer and designer is to conduct A/B experiments to improve the user experience and increase conversion. I am also responsible for client-side performance optimisations, with regards to HTML, CSS and JS. My current priority is creating Design Systems within Booking.com, to help other designers and developers to do their work and bring consistency to the way we use colour, typography and iconography across all of our products.

During my initial time at Booking where I was working primarily for the mobile platform, I created a number of very successful experiments, and presented the most successful to all client-side developers of The Priceline Group (Kayak, Agoda, Rental Cars, Priceline and Booking.com) who were working on mobile. I also created quite a number of unsuccessful experiments, which allowed me to learn more about general design assumptions and the power of A/B testing to be able to question solutions.

### Freelance

2008—Present

I've had the privilege of working with some fantastic agencies, start-ups and businesses. Select projects include:

#### Pure Sports Medicine

2015—2016; <http://www.puresportsmed.com/>

Pure Sports Medicine are a unique team of sport and exercise medicine specialists, dedicated to the prevention, diagnosis, treatment and rehabilitation of injuries and musculoskeletal problems. They have some of the world's top specialists, who have helped athletes, including olympians, with their clinical care. Working with designer Tom Rogers, and agency Made by Cloud, my role involved transforming their original custom CMS into Craft CMS and building the entire front-end. The new site provided them with an uptake in class and event enrolment, and provided them with a platform for sharing their research — a win for both them, their customers and the sports therapy community.

#### DrugDev Inc.

2014—15; <http://www.drugdev.com/>

DrugDev is an innovative technology company which provides cloud-based solutions to help sponsors, contract research organisations and investigators do more clinical trials

together. I provided UX design and development consultation, working with business stakeholders and the in-house team to explore the tools and techniques needed in order to bring a more user-focussed design approach.

Due to the distributed nature of the DrugDev team and its customers, this provided a unique challenge to integrate multiple platforms in a way that allowed users to accomplish their tasks. Significant prototyping was done for all businesses within DrugDev, built on top of a living style guide and component library which I both developed and helped to design alongside their internal design teams.

#### **Fusion**

2014; **Human Made**; <http://soccer.fusion.net/>

Fusion.net, which is part of Disney-ABC and Univision is a news, pop culture and satire TV and digital network. They wanted to create a website, designed as a “second screen experience” for the 2014 Brazil World Cup. Working with Human Made, I translated the designs provided by their team into reality, working to a very tight timescale. The site was up and running by early June 2014 in good time for the start of the World Cup matches, and proved to be an incredible success for them and when on to become the basis for an entire redesign of their Soccer Gods online platform.

#### **Eye Magazine**

2011; **Made by Cloud**; <http://eyemagazine.com/>

Eye Magazine is an international quarterly review of graphic design for artists and design professionals. Working with agency Made By Cloud, I developed the front-end and the back-end architecture of an Expression Engine CMS based site.

#### **Scholastic UK**

2008—2011; <http://scholastic.co.uk/>

Involved in numerous projects, from developing award-winning websites for foreign language learners, fun sites to promote learning for children, teaching resources, an e-commerce platform for purchasing books for both parents and schools to a web application for publishing books.

All of these projects were based on a set of internal frameworks and guidelines, which I developed and helped to design.

## EDUCATION

**BSc (Hons) Computer Science**; Exeter University, 2008

Obtained a scholarship and work placement with software testing company Transition Consulting Limited during my third year.

## SKILLS

#### **Languages, Frameworks and APIs**

Very familiar with HTML, CSS, Sass, LESS, JavaScript, jQuery

Familiar with PHP, Python, JSON, XML, Angular

Exposure to React, Ruby, Objective-C, Swift, Shell scripting

#### **Tools**

Very familiar with Sketch, Photoshop, Git, Subversion, WordPress, Textpattern, Expression Engine, Craft CMS, Kirby CMS, Virtual Machines, Terminal / Command line, MAMP

Familiar with Xcode

## PERSONAL

### **FreeAgent Invoices**

<http://steff.me/freeagent/clean>

Themes for my accounting software of choice.

### **Gridinator**

<http://gridinator.com/>

A tool to create custom grid-based layouts, with support for fluid, elastic and fixed-width.

### **Weather Maps**

<http://weathermapsapp.com/>

Designed and developed the promotional website, and designed the iOS application which reached #1 in the Weather section of the App Store.

### **Scribble**

<http://steff.me/journal/archiving-scribble/>

To-do list application created during university.

### **CMD+F**

<https://github.com/steffanwilliams/cmd-f/>

JavaScript bookmarklet that brings 'find on page' functionality to Mobile Safari for iOS (updated until this become part of the native browser).

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