



Paul Whittington

Web developer

An experienced developer with a proven track record solving problems and delivering complex projects for a wide range of industries over a 20 year career. Specialising in those projects where plug-ins and off-the shelf solutions will not solve the problem.



Details

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Education

Masters degree
Website and multimedia design
Royal College of Art
1997 - 1999



Technical

PHP	★★★★★★★★
HTML	★★★★★★★★
CSS	★★★★★★★★
Javascript	★★★★★★★★
jQuery	★★★★★★★★
AJAX/JSON/XML	★★★★★★★★
UX UI	★★★★★★★★
SEO	★★★★★★★★
Wordpress	☆☆☆☆★★★★
Laravel	☆☆☆☆★★★★
Symfony	☆☆☆☆★★★★
Adobe creative	★★★★★★★★
GIT	☆☆★★★★★★★★
AWS	☆☆☆☆★★★★
Plesk	★★★★★★★★
Web security	☆☆★★★★★★★★



Interests

All things design, from UX/UI to architecture, interior design, and anything mechanical.
Running (5k to ultra).
Swimming.
Cycling.



Personal

Father of two girls.
Clean driving license.
Fully equipped home office.



Portfolio

<https://pw-portfolio.populate.co.uk>

Work experience

Populate

2006 - present

Lead developer

- Designed and developed CMS/e-commerce/product inventory platform.
- Successfully deployed hundreds of client sites using the Populate platform.
- Led a small team of front-end developers who built client sites using the platform.
- Managed the security requirements required by major blue-chip clients.
- Managed server deployment, continuous software updates and budgets.
- Liaised with clients to take sites from concept to reality.
- Managed support and client training.

Key features:

Populate is a core PHP project built in its own framework: PHP8.x HTML5, CSS3, JavaScript/-jQuery. Multi lingual, multi currency, Template driven, API, dynamic creation of Images, PDFs, Word and Excel files. Google charts, Google translations. Dynamic Google site maps and merchant centre feeds. Integrated Adword and Analytics. Bespoke multi-dimensional stock control, international shipping system. Custom cache system for faster delivery and the reduction of system over-heads. I have deployed front ends to populate sites using Laravel, Symfony, React and ported its data into apps via an API.

Clients included:

Amazon, Sony, Motorola, Energizer, though the primary focus of the platform was to provide a low-cost route for small businesses to compete with their larger competition.

Promotions Interactive

2015 - 2022

Lead developer (Contractor)

- Developed an environment to allow the rapid creation and deployment of short shelf-life websites to support packaging and point-of-sale based promotions.
- Managed the legal and compliance requirements of a heavily regulated industry.
- Created robust, logical interfaces to allow the seamless user experience required by large blue-chip companies and a sometimes massive volume of traffic generated by prime-time TV adverts.

Key features

PHP/mysql/HTML/CSS/Javascript. AWS: RDS, SES, S3 and Elastic Beanstalk. QR codes, SMS messaging, form entries and validation, prize allocation, high volume, fast deployment.

Clients included

Amazon, Coca Cola, Cinch, Kellogg's, Starbucks, O2 and many more.

Golden Moments

2005 - present

Lead developer (Contractor)

- Developed a multilingual, multi currency e-commerce platform to manage the purchase and fulfilment of experiences across international borders.
- Developed SEO and marketing strategy to keep costs down in a low-margin industry.
- Developed systems to manage, audit, control and maintain 47,000 products.
- Developed systems to manage the purchase, sale and tax of products across borders.

Key features

This is fully bespoke build with an integrated managed booking system. The site is fully translated and localised to 30 different markets including the use of payment methods and date/price formats.