

Den Odell

Davidshallsgatan 19, 211 45 Malmö, Sweden
Tel: +46 707 490855 : denodell@me.com

PROFILE

Highly experienced and well respected front-end Web Developer and technical author with an eye for good design and a strict attention to detail. Driven by a passion to improve the experience of the Web by building user interfaces that are visually appealing, naturally fast and responsive, adherent to open Web standards and meeting strict accessibility guidelines.

SKILLS

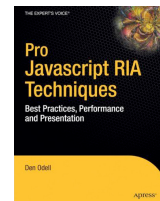
- Hand-coding of cross-browser compatible XHTML and CSS with particular emphasis on accessibility and pixel-perfect reconstruction of creative design
- Advanced JavaScript skills, including JSON notation, object-oriented programming techniques, AJAX and DHTML methodologies and familiarity with several JavaScript frameworks, libraries and APIs, including jQuery, MooTools, Prototype, Google Maps and AJAX APIs
- Programming integration with back-end systems, including: ASP.NET (C#) / ASP (4 years), Web Services (3 years), Java / JSP (3 years), PHP, including Zend and CakePHP frameworks (1.5 years)
- Interaction with Web Services using REST methodology
- Highly experienced with Adobe's Creative Suite of graphics applications
- XML data format manipulation, including XSL transforms and XSD schemas
- Database setup and manipulation using SQL Server, MySQL and Microsoft Access
- Version control and code branching using Subversion
- Writing and explaining technical topics in a pedagogical way to laymen and professionals
- Leading and supporting Web Development teams, establishing best practice and ensuring high standards across all projects

EXPERIENCE

Author, *Pro JavaScript Rich Internet Application Techniques*

May 2009

Wrote a 400-page book for Apress technical publishers aimed at JavaScript developers who wish to know how to build visually rich web applications using JavaScript and AJAX in a robust and efficient way, without sacrificing accessibility.



Pigment Explosion - Freelance

February 2009

An ambitious, interactive AJAX-based website for a London-based artist, both to help them establish a better web presence and also to improve personal skills with PHP, the CakePHP framework, and MySQL.

Senior Front-End Web Developer, *Mubito*, Malmö, Sweden

November 2008 - April 2009

Mubito developed a reusable platform for major record labels to build web sites quickly and easily for their artists, including an online shop to sell music and merchandise, with minimal effort.

Responsibilities included the front-end development of the administration user interface for the platform to simplify the site creation process, using PHP and the Zend Framework to interact with Web Services, and building JavaScript routines using the AJAX methodology to improve the user experience.

Front-End Technical Architect, *AKQA*, London

2007 - October 2008

Senior Web Developer, *AKQA*, London

2002 - 2007

AKQA is one of the world's largest and most highly respected digital creative agencies, frequently winning awards for innovation and technical excellence.

Responsibilities as Senior Web Developer included the development of creatively rich, interactive and fully accessible front-end Web solutions for clients such as Nike, Nokia, Ferrari and Sainsbury's, integrating with back-end systems, regularly writing and editing that code and manipulating database structures to support the front-end.

Promoted to the position of Technical Architect with particular focus on front-end Web technologies. Continued hands-on development work for existing clients whilst prototyping potential solutions for new clients, also leading meetings, establishing best practice and strategic direction, providing training, code reviews, support and mentoring other Web Developers in the company.

Web Developer, NetInfo, UK**2000 - 2002**

Responsible for building both back-end systems and front-end websites for clients including IBM, Johnson & Johnson and Wella.

WEBSITE PORTFOLIO**Ferrari**<http://www.ferrari.com/>

Developed fully accessible DHTML navigation components for a refresh of the Ferrari website design, integrating them with Microsoft SharePoint 2007, which provides the back-end for the site.

Nokia Ovi Maps<http://maps.ovi.com/>

Full, web-based version of Nokia's mobile maps application. Refactored and rewrote around 5000 lines of messy JavaScript code into manageable self-contained object-oriented components with communication between these components based on an event-listener model. Development and maintenance tasks became a lot easier as the new objects were separate from each other and related directly to concepts within the website itself.

Nike Football Content Management<http://www.nikefootball.com/>

Developed a simple, reusable Content Management System for the Nike Football website. Combined XML, XSD, JavaScript and RESTful Web Services to produce a content authoring and editing tool that could be used independently of any particular back-end technology.

Nike Playmaker<http://www.nike.com/playmaker/>

Playmaker allows people to organise local games of football with their friends. The website features interactive and accessible DHTML components such as drag-and-drop for adding players to a team, a calendar widget for selecting the date of the match, modal dialogs and Google Maps.

Pigment Explosion<http://www.pigmentexplosion.com/site/>

London-based artist's portfolio website. Designed and constructed the entire user interface and experience, using JavaScript to enable beautiful effects and transitions as the user navigates around the site. Users without JavaScript are able to access the site without suffering a bad user experience.

Sainsbury's Supermarkets<http://www.sainsburys.co.uk/>

Main portal website for one of the UK's largest supermarket chains. Developed and maintained all of the front-end code on the website, including much of the integration with the ASP.NET back-end running Microsoft Content Management Server.

Google Gadgets<http://www.google.com/ig/directory?q=sainsbury%27s>

Co-built Google Gadgets for both Sainsbury's and Nike Football (coming soon).

EDUCATION**Brunel University, London****1996 - 2000**

BEng (Hons.) Electronic Engineering (Audio & BCommunications Systems (1st Class)

Final Year Project: Building An Audio Vocoder

Brentwood School, Essex, UK**1989 - 1996**

3 A-Levels (Maths, Physics, Electronics), 11 GCSEs

REFERENCES AND RECOMMENDATIONS

Full personal and professional references available on request.

Some recommendations via LinkedIn: <http://www.linkedin.com/in/denodell>

- "Den is probably the best front-end Web Developer I have ever worked with."
- "Den has a fantastic understanding of web development and is able to communicate complicated ideas simply and effectively."

OTHER INTERESTS

Professional DJ and night club promoter with many years of experience: *And Did We Mention Our Disco?* ran every Friday night in London from 2003 - 2008. Frequently receive offers to DJ at club nights around the world based on its success.

Other interests and hobbies include digital photography, design, current affairs, languages, and travel.

PERSONAL DETAILS

Full Name: Dennis Michael Swatman Odell

Date of Birth: 19 July 1978

Nationality: British / UK

Languages: English (first language), Swedish (basic, learning)

Working Visa: EU citizen (right to live and work within Europe)

Driving Licence: Full, clean UK (EU / Sweden compatible)