

Emma Beatrice Clark

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Profile

I have fifteen years experience planning, designing and building websites, apps and online software. During this time I have developed a passion for creating systems that are highly usable, accessible and, in recent years, responsive.

I work predominantly with charities, startups and small businesses, but also have extensive experience working with government organisations and NGOs. I'm able to take my clients ideas from scoping right through to development, or just dip in and offer support where it's most need.

Combining my strengths as both an Information Architect and front end developer, I am able to bring a unique set of skills to my work, particularly in a leadership role. I take a very collaborative approach to each project ensuring that all stakeholders and team members are involved and are able to contribute to creating a successful product.

Key skills

- Proactive approach to finding work and spotting potential opportunities
- Innovative and creative approach to problem solving
- Excellent communication skills
- Adept at managing timeframes and deadlines
- In-depth knowledge of the processes and technologies involved in planning, designing and building apps and websites including:
 - IA development
 - UI design
 - HTML5, CSS3, SASS, JQuery, Javascript
 - Backend integration (including PHP, ASP, .Net)
 - Version control
 - Wordpress theme development
 - Responsive design and browser compatibility

Freelance UX Designer - June 2007 (ongoing)

I've been a freelance UX Designer for 9 years and work with a wide range of clients in often very different business situations. I adapt quickly to new situations and thrive on the challenge of new problems to be solved. I work from home but am happy to spend time in client's offices where I fit well into existing teams.

- Building and developing a solid client base
- Self motivated, reliable and work well to project deadlines and requirements
- Proactive approach to changing project scope
- Innovative and creative
- Confident dealing with clients face to face or through online communication
- Facilitating workshops of often conflicting stakeholders
- Confident delivering presentations to large groups
- Meticulous eye for detail to ensure delivery of quality products
- Flexible availability, adapting to clients timelines even if it means long hours over the weekends
- Excellent time management skills

Recent projects include: [1st Option](#) (London's leading shoot locations agency), [National Funding Scheme](#) (mobile giving to arts and culture), [Fostering Solutions](#) (independent fostering agency), [RUSI](#) (Royal United Services Institute), [Fresh Range](#) (local food shopping online), [Snapdonate](#) (donate anywhere app), [Supportive Schedule](#) (app increasing the independence of people with mental health conditions), [Nuffield Foundation](#) (Nuffield Research Placements online application system), [Bishopsland](#) (educational trust), [Mini Moments](#) (pregnancy and baby classes), [Yacht Adina](#) (round the world sailing blog).

I can present IA projects that aren't available online if necessary.

Head of User Experience – Panlogic Ltd – June 2007 to Feb 2010 (part time)

At Panlogic I worked as a permanent member of a small team. I was the client facing UX lead on both website and campaign planning and build projects.

- Pitch development and presentation
- Facilitating workshops for user and stakeholder requirements capture
- Proactive approach to projects
- Supporting the development team
- Excellent time management skills
- Accessibility audits of client sites providing detailed analysis of their current situation and necessary areas for improvement

Projects included UKTI Future Web Presence Review, the RNLi Splashout gift site and the [Security Industry Authority](#) site redevelopment and LSC Apprenticeships Vacancy Management Service online training material.

Web Design and Development Team Leader – Hotcourses Ltd – Jan 2005 to Jan 2007

At Hotcourses I managed a small team of developers looking after the company's own websites. My focus was building a group of talented individuals whose various skills and competencies added to the overall harmony and efficiency of the team.

- Encouraging new starters, empowering them to develop their skills and interests
- Coaching junior team members, explaining complex topics in an easily understandable way
- Management of workflow and project scheduling for a team of four
- Overall responsibility for 4 major flagship sites, 14 smaller education based sites, multiple course search portals and several foreign language sites
- Providing support for other departments within the company

Web Designer/Developer – Hotcourses Ltd – April 2002 to Jan 2005

- Excellent time management skills
- Proactively developing my skills and interests
- Meticulous eye for detail
- Confident dealing with clients

Web Developer – Mercator Systems – June 2000 to September 2001

- Actively building on the skills learned during my time at university
- Proactively seeking out advice and mentors
- 4 months spent working in the company's Vancouver offices
- Fitting in and working well as part of a small team

University of Greenwich – September 1997 to June 2000

- BSc (Hons) Multimedia Technology 2:1

Interests and hobbies

- Climbing, skiing, yoga and year round outdoor swimming
- I am a keen illustrator and printmaker and have published two children's books [Good Critters](#)
- I'm also an Art Fund card holder with a strong interest in arts and culture and continue to work on the [National Funding Scheme](#) website that supports mobile giving

References

Both professional and personal references are available on request.