

Ian Lloyd,

Front-End Web Developer and Web Accessibility Specialist

Swindon, UK

tel: 07930 308482
email: hello@digitalented.co.uk
web: digitalented.co.uk



[linkedin.com/in/lloydi/](https://www.linkedin.com/in/lloydi/)

Profile

A front-end web developer with many years' experience, working in the financial services sector. A long-standing evangelist in the field of web standards and web accessibility, with international conference speaking experience. Published author of a best-selling and critically-acclaimed web development book, and co-author/technical editor on many more books. Worked alongside luminaries in the web development world, many of whom remain personal friends, on such initiatives as the Web Standards Project (WaSP) and the World Wide Web Consortium (W3C). Ability to handle both the technical, hands-on work that front-end development requires and also the important communication and client liaison demands ever-present in the corporate sector.

Technical Skills & Software Experience

HTML, CSS/SASS, JavaScript (jQuery, Angular/TypeScript, React), agile, scrum, Git/GitFlow, Bitbucket, Jira, Gulp, web site optimisation, responsive design, web accessibility, standards, web standards, technical authoring, technical editing, semantics, search engine optimisation (SEO), usability, Visual Studio/TFS, C#, SiteCore CMS, Jira, YouTrack.

Career Summary

ACCESSIBILITY ENGINEER, Apple

Feb 2019 – Present, Uxbridge UK

Working in a specialised team dedicated to ensuring a high level of compliance with web accessibility standards across a number of Apple platforms, including all consumer content on apple.com (product pages and Apple Store, across all geographic regions), internal web applications for employees and dedicated stores for use in universities and companies. This role is a mixture of front end development (in which one provides highly accessible prototypes/solutions to often-unique UI patterns, as well as more commonplace ones), accessibility consultancy/expertise and advice, and QA (having made suggestions for build approaches, I then hold developers to account when they don't follow the expert advice). As this is accessibility focused, there is not a specific technology stack involved (other than the raw building blocks of HTML, CSS, JS); it does not matter what technology the developers are using in a given build (although Angular and React are quite common), the advice given is technology stack agnostic.

SITECORE FRONT-END DEVELOPER, Trafalgar Tours

Apr 2018 – Feb 2019, Contractor, Remote Working

Worked closely with designers, UX and product owners to build the front end for key components in a major site rebuild and relaunch. Tight deadlines, new skills to learn and new challenges to overcome from joining a team running at full pelt while working remotely - and I thrived on it! Technology stack included the usual core front-end aspects (CSS/SASS, HTML, JavaScript) as well as some Angular, TypeScript, and Gulp. Also used Sitecore 9, working alongside Sitecore back-end developers to create complete UI solutions.

Achievements

- Built the UI for high profile site-wide components, including header/navigation, footer and numerous content components. Built new page templates from some challenging page designs, almost all of it requiring custom/bespoke CSS (no easy off-the-shelf solutions!).
- Came up with solutions to challenging responsive design requirements, all of it with solid, semantic HTML, and placing a strong focus on accessibility (a skill that the team had little experience in).
- Joined a team in a real bind on the front-end (they had been let down by someone, lost months of progress), but rapidly settled in and helped the team across the finish line. Despite the wide distribution of the team (London, Madrid, Czech Republic, India), I became an integral part of the team to get the new site launched.
- Created crystal-clear screencasts to demonstrate work in progress or seek feedback on ideas. In a widely distributed team, communicating over Slack across many time zones, my approach changed the way we all shared our work (JIRA comments have their place, but they are easily overlooked or misunderstood).

FRONT-END DEVELOPMENT CONSULTANT, Nationwide Building Society

Aug 2013 – Dec 2017, Swindon, UK

Responsible for all front-end build (HTML, CSS, JS), site optimisation considerations. Working in agile scrum teams alongside design, UX, business analysts, digital insight, liaising with business executives and product owners on all aspects of delivery.

Achievements

- Transformed Nationwide's 'Contact Us' tool from an underperforming, frustrating set of pages into a thoroughly useful, bespoke, responsive tool. Resulted in 30% greater customer satisfaction, 25% more customers using self-service options, benefitting 3m customers per year.
- Reworked a legacy-burdened email/messaging page that handled customer message routing quite badly. Re-thought entire approach, dramatically improving the experience: self-help rose from 1% to 35% and 6,000 fewer emails per month sent to contact centre. Customer satisfaction index rose dramatically from 29% to 80%.
- Repurposed underperforming help and support pages that causing too many customers to give up and phone instead (costly option). Stepped outside of pure dev role, more content editor role within team for this task, advising team on re-use of existing UI components and CMS (Sitecore) capabilities to deliver change more quickly. 20% improvement in self-service meant 3,000 fewer calls per month
- Worked with the team to rebuild the mortgage section on nationwide.co.uk that had become very bloated over time. This included new content, imagery, and customer journeys. I created a range of new UI components for team to use, along with a complete revamp of the mortgage rates table (responsive design with many layout challenges). Changed pages saw a 6% uplift in people reaching mortgage application form.

WEB CONSULTANT, Nationwide Building Society

May 2010 – Aug 2013, Swindon, UK

Responsible for all front-end build (HTML, CSS, JS), some back-end programming (C# .NET). Traditional waterfall approach, working in small team on specific projects. Line management responsibility, leading and guiding team on development best practices.

Achievements

- Built a hugely complex application form (Mortgage Post-Completion Change) in c# .NET, based on existing application form infrastructure. Knowing how bespoke/complex this would be, I first created a form component builder tool to shortcut the creation of all the markup, scripts and server-side logic that would be required, which probably saved 2 months of dev and test effort (conservative estimate).
- Set up relationship with Digital Accessibility Centre (DAC) and worked with them to address accessibility issues on nationwide.co.uk. Took the comprehensive report of their findings, triaged, tasked up and either fixed issues myself or delegated with guidance to other dev team member. Achieved DAC accreditation for two years I was managing this.

SENIOR DEVELOPER, Nationwide Building Society

Feb 2008 – May 2010, Swindon, UK

Achievements

- Made continuous improvements to team processes, creating a raft of jQuery-based tools that addressed production inefficiencies. Examples of tools I built include: form component builder, application form specification builder, internet bank interstitial marketing message previewer, accessibility-checking favelets

WEB DESIGNER, Nationwide Building Society

May 2001 – Feb 2008, Swindon, UK

Achievements

- Championed topic of web accessibility by educating management and development team on importance of building accessible web sites/apps. Did this through practical demonstration, created compelling video examples of problems, provided training materials and conformance checklists that were easier to grasp than the W3C documentation.

SNR SYSTEMS DEVELOPER, Nationwide Building Society, Aug 2000 – May 2001, Swindon, UK**SYSTEMS DEVELOPER**, Nationwide Building Society, Jun 1997 – Jul 2000, Swindon, UK

ASSISTANT EDITOR, Nationwide News, Nationwide Building Society, *Jun 1995 – Jun 1998, Swindon, UK*

Published Works

Wrote the best-selling Sitepoint book ***Build Your Own Website the Right Way Using HTML and CSS***. It was first published in 2005, currently in its third edition, and has sold over 60,000 printed copies. In addition:

- Wrote an HTML reference book (sole author)
- Contributed chapters to two other web development books
- Was technical author on three web development books

Education & Training

- Regular attendee of web conferences including FFConf (Brighton), @media (London), Web Directions (London) and South By South West (SXSW, Austin Texas).
- React.js, Angular.js and node.js – Learning currently (Udemy online courses)
- Certified Scrum Master – Agile8 – 2015
- Sitecore 7.1 Front End Developer – 2014
- Nationwide-provided in-house training (JavaScript, VisualBasic, .NET)
- Introduction to Journalism, Proof-reading, Better Feature Writing, Press Photography – PMA – 1995
- Barton Peveril 6th Form College, 1988 – 1990 (3 A Levels)
- King Edward VI Grammar School, 1983 – 1988 (11 GCSEs, 1 O Level, 1 AO Level)

Interests

I am a very keen photographer, and a fan (some might say collector) of old Volkswagens. I love to travel and am most happy when I can combine all three hobbies – nothing beats a good camping trip abroad.

References available on request.