

Curriculum Vitae

Name **Peter Mark Ellis**

Date of birth 01.May.79
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Profile

Experienced digital manager, web developer and digital designer with specialist experience in digital media, technology, creative strategy, creative strategies and design. Responsible for launching and managing hundreds of high-profile consumer websites on-time and on-budget. A highly respected leader of teams, able to hire, motivate and inspire talented employees, creating an environment of innovation and new ideas and turning chaos into productivity

Skills

Design	Photoshop, Illustrator, Dreamweaver, Fireworks, Flash, 3D Studio Max
Web	PHP5, Java, Actionscript, Subversion, Javascript, MySQL, Design Patterns
Web Technologies	HTML/XHTML, AJAX, CSS
Creative	Conceptual design, Brainstorming, Mindmapping, Creative planning and Strategy
Management	Digital Management of projects and teams.
Production	Basic video production using Adobe Premiere and Photography

Employment history

- Oct 07 to Present **WARL Digital** – London
Role: Head of Web and Technology
Over see and manage digital campaigns for clients which include: TESCO, Procter and Gamble (www.bold2in1.com), MUJI. Responsible for building and managing a team of web designers, contractors and flash developers on web based campaigns, web development, micro-sites and bespoke CMS systems. Liase with the creative team when designing any web and email based digital projects.
- Jan 07 to Nov 07 **Pod1 Digital Design Agency** - London
Role: Web Designer
Web Designer/Developer at Pod1, the UK's fastest growing creative digital agency. Working within a team on the design and build of cutting edge websites for some of the industries leading brand names.
Clients include: [Uniqlo \(UK\)](#), [Kurt Geiger](#), [Reiss](#), [Kenwood](#), [Fred Olsen Cruises](#), [Links of London](#) and Virgin Holidays.
- Sept 06 to Dec 07 **Voice4ip (now Netservices)** - Salford Quays, Manchester
Role: Application Developer then Lead Developer
Firstly as a Java developer working within a team on the development and design of a Java based desktop call center application which was built using Netbeans 5 RAD framework. Also developed a web module for their in-house CMS system which handled the management of licenses for the software we developed. Finally took the project over until completion as a lead developer which involved managing 2 senior developers and an industrial placement student from Manchester University.
- Sept 04 to Aug 06 **SERCO** – Stockton
Position: Analyst (Java/J2EE Web Developer)
Initially taken on as a graduate analyst which I successfully completed before becoming a senior analyst. My skillsets were quickly identified within SERCO and I was deployed to work on the design and build of a J2EE based set of portals for a large national online transport project. This required me to produce JSP pages, write my own JSP tags and transform XML using XSLT stylesheets.
- July 2002 to July 2003 **BAE SYSTEMS**
(British Aerospace), Bristol
Industrial Placement
Position: Engineer
Worked within a team for the communications and behavior department, on a Java based 3D simulator for unmanned aerial vehicles (UAVs). My main role here was spent working on the interactive side of the system which involved developing the control interfaces and creating 3D models. The final project was then shown to a leading group of researchers at Airbus/BAE and was met with great success.

Education

2000 - 2004	BEng (HONS)	Software Engineering with Industrial Placement (First Class Honours) The University of Manchester - Produced final year project for 3D simulation of evacuation scenarios based of Agent Based Modeling theory.
1997 - 1999	HND	Graphic Design and Multimedia (Distinction) Hartford College, Northwich. - End of year work was show cased at Hartford Art and Design Gallery
1995 - 1997	A level's	Frodsham High School, Frodsham English (A), French(C), Art and Design (A), Information Technology (A)
1990 - 1995	GCSE's	Frodsham High School, Frodsham (Grades A-C) English, French, Science Double Award (Physics and Biology), Art & Design, Chemistry, Geography, Information Technology, Mathematics