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# Morena Anna Fiore

## Present Employment

### Senior UI Developer, HeathWallace, September 2014 - present

UI Developer for digital agency within the Mirum network, owned by WPP. Worked with clients from the financial sector based in London, Hong Kong and Canada.

#### Responsibilities

- UI and React.js work on an internal Document Publishing Platform for a HSBC
- Creating library-like components to be integrated into Sitecore builds or to be handed over to the client to be integrated into their systems or as part of a company global style guide library for HSBC
- The only WordPress expert within the team - HeathWallace internal websites and WordPress support on Mirum websites such as Hilti Outperformer
- Front End work for a news feed aggregator app to be run on HSBC Relationship Manager's tablets when visiting clients
- Complete UI work on Atlantis The Palm Hotel (Dubai) website <http://www.atlantis.com/>
- UI work on an Angular component library for a worldwide staff Account Opening application for HSBC
- Ad-hoc bug fixing on any project
- Involvement in Innovation Projects Lab, to develop internal skills and experiment technologies (i.e. IOT) within HeathWallace
- Training of Graduate Placements Students

#### Projects

- HSBC GSP (Global Service Pack), HSBC PWS redesign, HSBC Mortgages, Hilti Outperformer, Fidelity HK, Sainsbury's Bank migration to Sitecore and Atlantis The Palm Hotel (Dubai).

## Personal Statement

I'm really passionate about Software Engineering and really enjoy learning new technologies and libraries and working with data and APIs. I'm a very positive and proactive person, always ready for a challenge and willing to learn. I am currently part of the Innovation team in the company where I work; we meet weekly and catch up on projects we're working on where we experiment new technologies. I also really enjoy the social side of my job and take part in company activities as well as organize them and attend industry events and conferences.

## Software/Technology Experience

Very good knowledge of HTML and CSS, SASS, Agile Development  
Good knowledge of JavaScript, OOPHP with MySQL and WordPress  
Some knowledge of React.js, HTML5, CSS3, Photoshop, MongoDB and exposure to Angular.js

## Work history

### Freelance Web Developer (Contractor), HeathWallace, April 2013 - August 2014

UI Developer on a Banking Mobile Web App for ANZ and on other banking websites. I worked on porting designs onto pages and applied bug fixes, with major focus on compatibility over the different devices on the market and accessibility.

### Freelance Web Developer (Contractor), Addison, February 2013 - April 2013

Online annual reports, with the focus on elegant and accessible HTML solutions for many high-profile clients and projects.

### Web Developer (Contractor), October 2012 - January 2013

Worked on a private client's responsive WordPress site on a contract basis. I have been producing plugins and templates for the following features:

- Front End registration for visitors;
- JIRA integration to allow visitors to log an issue or request an enhancement for the product the site advertises and also to display issues they have logged;
- A Parallax Homepage.

- Several dynamic templates for News, Events, Press Release, Case Studies, FAQs and Contact pages.
- A section of the administration panel where the admin can create JavaScript files and assign them to posts in order to display JavaScript demos on the website;

#### **Web Developer (Contractor), PeerIndex (now Brandwatch), August 2012 - October 2012**

At PeerIndex I have helped mainly the marketing team by putting together a responsive WordPress theme to match their new website design in order to apply it their corporate site and blog.

#### **Web Developer (Contractor), Shopcade, November 2011 - July 2012**

Shopcade is a social shopping application on Facebook where you can shop together, and earn together with your friends by buying items they recommend.

Duties:

- Working as Front End Developer/supporting Back End Developers on the App in an Agile environment.
- Building the first iteration of the app's corporate website (built in Wordpress with several custom made plugins and templates)
- Responsible for building and improving all the app internal and external (Mailchimp) marketing emails
- Adding tracking to the Shopcade App emails and producing opening and click-through reports comparing internal database data and querying the Google Analytics API

#### **Junior PHP Developer, Mind Unit, December 2009 - November 2011**

Duties:

- Building websites for the arts with the company own framework (which produces a CMS and a website), using Object Oriented PHP
- Maintenance and development of the own company's framework (written in PHP).
- Building Email templates

#### **Creative Web Developer, Ecommerce, TUI Travel PLC (August 2009 - November 2009)**

Duties:

- Liaising with designers, UI designers, data analysts and content managers in regards to producing XHTML & CSS pages which are then passed to IT for backend development

#### **Front End Web Developer (Intern), Marketing Comms, Thomson Reuters (September 2008 - August 2009), London**

Duties:

- Producing Micro sites and Registration / Landing pages
- Re-branding of some legacy Thomson or legacy Reuters websites
- Producing internal and external emails
- Assisting the developers in major projects (using ASP.NET 2.0 with C#)
- Ensuring all my work is on brand and accessible. This includes tests in all the main browsers (using Litmus)

## **Education**

#### **Advanced PHP Programming, City University, October 2010**

The course focused on developing real web applications using PHP and MySQL. Some of the topics covered were XML processing using SimpleXML, Google Maps integration and generation of images, PDFs and Excel spreadsheets

#### **PHP, MySQL & Apache, Richmond Adult Community College, London, 17th and 24th September 2009**

This course provides a hands-on introduction to some of the key web development tools available today - PHP, MySQL and Apache. Armed with these tools, the website developer is ready to produce effective data-driven sites.

#### **Javascript Course, Hammersmith & Fulham Adult Learning & Skills Service, London Sep '09 - Nov '09**

This course provides the opportunity to explore the stages, from initial design brief through all the processes involved in reaching a creative visual solution. There is emphasis on researching, generating and visualizing ideas, methods of realizing those ideas, and the technical knowledge to transform them into real projects.

#### **Access Course to Higher Education in Digital Media at City & Islington College, September 2003 - July 2004, London (A level) with 26 credits level 3 and 2 credits level 2.**

#### **Diploma in languages, I.T.C.S. Giulio Cesare, Bari, Italy, 1998 - 2003 - 75/100**

- English - fluent
- French - good
- German - basic

## **Hobbies and Interests**

I spend some of my spare time on personal Web Development projects, organising events, shopping, eating out and listening to jazz music.