

Telephone / e-mail  
+44 7789 866 809  
[hello@morenafiore.com](mailto:hello@morenafiore.com)

Personal Website / Portfolio  
[www.morenafiore.com.com](http://www.morenafiore.com.com)  
[www.morenafiore.com/portfolio/](http://www.morenafiore.com/portfolio/)

# Morena Fiore-Kirby

## Present Employment

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

At HeathWallace I have been working as Front End Developer on a Banking Mobile Web App 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.

## Personal Statement

I'm really passionate about Web Development and really enjoy working with data and I am always up for taking part to hack days. I'm a very positive and proactive person, always ready for a challenge and willing to learn. I also really enjoy the social side of my job and attend several events like Ladies Who Code, State of the Browser and London Web Standards (all of which I am an organiser), PHP London and Barcamp.

## Software/Technology Experience

**Very good knowledge** of WordPress, HTML and CSS, SASS, Git, Mercurial, Agile Development  
**Good knowledge** of OOPHP with MySQL, Bootstrap  
**Some knowledge** of JavaScript (jQuery), HTML5, CSS3, Photoshop and MongoDB

### Additional Freelance Work

- PsicologiaLondra.com
  - e-commerce WordPress site using WooCommerce
  - Staff Page
  - directory of customers published on the site filtered by expertise
  - responsive site
- Hopster <http://myhopster.com/enjoy-your-trial/>
  - Registration page which integrates with their API

## Work history

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

At Addison I have been working on 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, 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:

<http://about.peerindex.com> <http://blog.peerindex.com> . I also worked on an innovative Careers Page driven by a WordPress Plugin and a graph JavaScript library <http://blog.peerindex.com/careers/> (click on big icons at the end of the page) .

I have also worked on an enhanced version of <http://groups.peerindex.com> and on their responsive Corporate WordPress site <http://partners.peerindex.com/>

### **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 website [www.shopcade.com](http://www.shopcade.com) (built in Wordpress with several custom made plugins and templates)
- Enhancing their Facebook Page by integrating their blog into a tab, as well as building other tabs for Twitter and Competitions.
- 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, jQuery and the latest technologies
- Maintenance and development of the own company's framework (written in PHP).
- Building Email templates
- Maintenance of old clients' sites as well as migrating them to a new version of the CMS.

### **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
- bug fixing
- implementing and testing of analytics scripts and advertisement assets and scripts

### **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.**

- Multimedia Authoring (Flash Mx)
- Web Authoring (programming languages as HTML and JavaScript, using also Dreamweaver MX)

- Visual and Audio Assets (Photoshop, Sound Forge)
- Narrative and Communication Skills (Storyboards, site maps, video pre production)
- Digital Video (Video production filming and editing with Adobe Premiere and Adobe After Effects)
- Data Connection for the Web (PHP, MySql)

**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.