

#### Details

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#### Personal Website / Portfolio

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# Morena Anna Fiore

## Latest Employment

**Front End Developer using Angular 6 and ES6 (Contractor, remote), Unipro, July 2018 - August 2019**

### Specsavers:

- Find & Book (store locator and booking system across 4 countries), which uses Angular 6; Codecept, Jasmine & Karma
- Virtual Technology project (Glasses virtual try on provided by Ditto) using ES6, building the recommendations section of the site (recommendations powered by the Specsavers Recommendations engine).
- Building a PWA (progressive web app) website for the Contact Lenses Ecommerce part of the site using Angular 4 and Ionic 3
- Implementing Google Tags (GTM) tracking events collaborating with iProspect, a tracking and data analysis agency across all the above projects.

## 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 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, WordPress, Agile Development  
**Good knowledge of** JavaScript, React.js, OOPHP with MySql  
**Some knowledge of** Photoshop, MongoDB and exposure to Angular.js

## Work history & freelance work

**WordPress & Front End Developer (Contractor, remote), Appnovation, October 2018 – December 2018**

At Appnovation I've been building components using Molecular Design principles in HTML and SCSS, using Fractal and Twig, then integrating them as Custom Content Blocks using WordPress and Advanced Custom Fields (ACF) for IPSEN, a pharmaceutical company. I also assisted the test team to do multi device testing and consequential bug fixing.

**WordPress Fullstack Developer (Contractor), Staxoweb, May 2018 – June 2018**

Building a bespoke WordPress e-commerce website using Woocommerce, creating bespoke theme and functionality.

**Front End Developer, Creditspring, May 2018**

Building landing pages for the launch of Creditspring, a fin tech company., using Bootstrap and haml (ruby template engine)

**UI Developer, HeathWallace (primarily remote), September 2014 – April 2018**

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 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 website 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 Placement Students

#### Projects

- HSBC DPAS, 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).

#### **Freelance WordPress Developer Zopa, July 2017**

I've themed the Zopa Blog to match their existing site, added Eloqua and Percolate integration and build functionality to import their archive of blog posts from markdown files. The homepage also features a JavaScript on-page filter for the categories.

#### **Freelance WordPress Developer Bauwow, September 2016**

Bauwow is the public website of the Pet Social Network Bauwow. It is a complex multilingual WordPress with a multi level carousel which worked as a manual of the app, explaining all the functionality. I also built a worldwide events with map section, a blog, press and partners sections.

#### **Freelance WordPress Developer, London Chamber Orchestra, July 2016**

As part of the features I have built, they now have a JavaScript filterable concert section with a past archive, a news section, a shop and a video and photo gallery with themed templates for each section.

#### **Freelance WordPress Developer, Hopster, July 2015**

I created a plugin for Hopster to integrate with their API: I built a template where the visitors could enter a promotion code they previously had received. After filling in a form, I had to communicate with their API to register the new customer.

#### **Freelance WordPress Developer, PsicologiaLondra.com, April 2014**

A multi language WordPress e-commerce website displaying a public registry of customers on the site (customers actually purchase a space on the website to list their business) <http://psicologialondra.com/find-a-therapist/>. It also features the usual Blog, Events, Contacts and Team and it uses a customised version of WooCommerce to allow for extra registration fields.

#### **UI 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.

#### **Front End 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.

#### **Freelance WordPress Developer, [openeyes.org.uk](http://openeyes.org.uk), October 2012 – January 2013**

Responsive WordPress site with 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 upload JavaScript files and assign them to posts in order to display JavaScript demos on the website;

#### **WordPress 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 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 JavaScript with Framework Training**

#### **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 run a handmade jewellery business where I cover all aspects, from design, making, marketing, PR, SEO etc. In my spare time I love to go shopping, eating out and listening to jazz music. I also teach SEO classes to other designer makers.