

# PHILIP MCGUIRK

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## About me

With over 10 years industry experience, I am a creative web developer with a passion for both design and coding.

I love to collaborate with inspirational, passionate people who strive to deliver clean, engaging experiences through web design. I particularly enjoy working with like minded designers and transforming our designs into front end experiences using HTML5, CSS and JavaScript.

I am currently looking for an exciting new opportunity to work with a great team of people.

## Employment history

### A/B TEST DESIGNER / DEVELOPER

Direct Ferries Ltd

Apr 2018 - Present

At Direct Ferries there is a strong focus on A/B testing. Every change we make to the website is tested, with a primary target of increasing customer conversion.

My role as Test Designer/Developer is to work collaboratively with the front end team in order to generate ideas for these tests. We achieve this by analysing user replays, conversion analytics and customer feedback. From these ideas it is my responsibility to design and code potential solutions or improvements which we then run as A/B tests. We manage this process with an agile/iterative approach, which takes the form of fortnightly sprints and daily stand-ups.

My involvement on a typical test would involve:

- Analysing user data
- Ideation/brainstorming
- Mock up potential test using Sketch
- UI forum to discuss mock up
- Code the solution with HTML, CSS and JS if necessary
- Handover to dev team to implement onto live site

## Key skills

### Languages

HTML5  
CSS3/SCSS  
JavaScript

### Front end

Bootstrap  
Wordpress

### Design

Sketch  
Photoshop  
InVision

### Project management

JIRA  
Trello

## **Employment history - cont.**

### **CRO DESIGNER**

Dixons Carphone

Nov 2017 - Apr 2018

My role as CRO Designer is primarily to increase conversion and revenue through optimising user funnels throughout the site. I achieve this by analysing user data in the form of heat maps and session replays to then create a hypothesis which I aim to prove using A/B and multivariate testing.

Once my test hypothesis has been agreed I will create a visual mock up and, once signed off, work alongside our developers to code the test. The next step is to set up the test in Adobe Target. It is at this stage that I liaise with the data analysis team to determine the metrics we want to measure and the audience we aim to target.

Throughout this process I typically use the following tools and languages:

- Decibel Insight
- Sketch
- Adobe Test and Target
- InVision
- HTML, CSS and JavaScript

### **ECOMMERCE WEB DESIGNER**

Dixons Carphone

Sept 2016 - Nov 2017

Working on promotional campaigns and supplier funded content, my role as eCommerce Web Designer primarily involved the front-end development of commercial pages across the Currys and PC World websites. This included taking a lead role of the Christmas promo execution across the sites, standardising the UI 'look and feel' of the Currys universe pages and building high profile supplier funded pages for various brands, including Sony, Sonos, GoPro, Canon and Microsoft.

In creating content on the Currys and PC World websites, the emphasis was on delivering quality content to increase conversion and revenue, whilst making the sure the user journey was never compromised. This was achieved by ensuring all content was responsive, mobile-first, browser and device tested.

## **Employment history - cont.**

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### **PRODUCTION PARTNER**

Jobsgopublic

Nov 2001 - Feb 2016

During my time at Jobsgopublic my role evolved exponentially from Customer and Client Support to Front End Content Developer, which is the role I undertook during my latter years with the company. This role primarily involved creating recruitment campaign driven microsites for various Public Sector organisations. This was a very rounded role, with each campaign typically consisting of; requirement gathering, creating a design, coding the microsite and managing all subsequent user support.

The microsites I created at Jobsgopublic were coded using the Bootstrap framework and hosted on Wordpress CMS.

## **Education**

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### **St Thomas More RC School**

1990 - 1996

6 GCSE's grade A-C

English, Maths, History, Music, Photography, Biology