

Zachary Toff

Curriculum Vitae

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References and work examples available on request

Personal Profile I have been working in digital and interactive media since 1994, gaining experience in all areas of development and production from writing project specifications, through design and programming to project management and usability/functionality/platform testing.

Since 2000 I have been focussed on WordPress development and consultancy, designing and creating bespoke responsive themes.

Skills

- WordPress
- XHTML/CSS/PHP/jQuery
- UX/UI design
- SEO
- Photoshop/Illustrator/Fireworks/Edge/Flash
- Audio/Video editing
- Microsoft Office Suite

Career History

2010 – Present **Freelance Web developer**

Developing static and dynamic websites with open-source content management systems (mostly WordPress, some Drupal, some bespoke).

Building client friendly websites my role entails both front and back end development using CSS/PHP/JQUERY/XHTML, delivering fully validated, SEO friendly, accessible websites, fully integrated with Social Media and Google Analytics as required.

2008 - 2010 **Freelance Flash developer**

Working in-house and remotely on a variety of projects, from web and CD-ROM based interactive Flash applications and animations. My roles encompass client relations, team leading, concept visualization, project management, project development and quality assurance.

2007 – 2008 **Project Manager – Keymedia Design Ltd**

Involved in all aspects of project management from planning to billing. As a part of this long standing multimedia company I was both client-facing and able to use many of my related skills to lend a hand to the production process wherever necessary.

- 2004 - 2007** **Freelance Quality Assurance Manager**
- Involved with a variety of CD-ROM and Web based projects, providing QA implementation and management of standards from project inception to delivery. Experienced in running usability testing.
- 2004 - 2007** **Freelance Flash Developer**
- Consultancy and production on a number of CD-ROM and web based projects. Involved in design, programming and project management.
- 2002 - 2004** **Quality Assurance Manager/Flash Author – Vivid Interactive, Brighton**
- Programming educational Flash units for clients such as the QCA and Nelson Thorne.
- Responsible for introducing and maintaining quality control procedures relating to project development and internal monitoring.
- 1998–2002** **Freelance Director Author**
- Working for many clients both remotely and in-house. Projects I have been involved in include information kiosks, press packs, CBT CD-ROM's, presentation aids, database interfaces, training support products and personal show-reels.
- 1998** **Test Engineer - AMTC, Sydney Australia**
- Whilst in Australia I spent four months working at the Australian Multimedia Testing Centre, testing CD-ROM's and Web sites.
- 1995 - 1997** **Director Author – EMG, Brighton**
- Authoring children's' educational CD-ROM's on PC and Mac for internal and external clients.
- 1994 - 1995** **Lead Playtester – EMG, Brighton**
- As lead tester I was responsible for the planning and execution of hardware, functionality and content driven testing procedures for all internal and external projects.
- Client Projects include** English PEN (<http://www.englishpen.org/>)
The Ethical Tea Partnership (<http://www.ethicalteapartnership.org/>)
Cinecity (<http://www.cine-city.co.uk/>)