

Daniel Crabbe

Digital developer & designer

+447876771406

dan@jynk.net

[Portfolio — jynk.net](#)

Personal Summary

With over 20 years experience starting in graphic design steadily moving into screen, digital & development realms for the last 10 years I can bring a wide set of skills to any job.

With a strong focus on attention to detail, UI & UX, technical & visual style guides, and workflows as well as a designer's common sense.

I've always incorporated new tools into every job. This has taught me to be flexible and to quickly pick up new skills. Having to manage some projects for 10 years+ I realise each job needs a strong foundation from the start. Often building modular components that can be added to multiple jobs as needed.

Skills

Practising good design & 'common sense' approaches

Eye for detail

Responsive design & development

Working as part of a team, developing workflows combining work packages and data

Building systems with a solid base sustaining ongoing updates & new content

MySQL, PHP, HTML5,

CSS (SASS, SCSS, LESS)

Javascript, jQuery, Bootstrap 4

Gulp, Grunt, Node.js, Webpack

Docker, Plesk, Linux

SEO, Email marketing (templating & automation)

Accessibility compliance W3

Google's Page speed compliance

Advanced Wordpress skills (API, plugins, custom interfaces, Gutenberg 'Blocks')

Custom CMS builds & systems.

Career

Digital designer & developer

2010—present

MD at Jynk LTD

Running my own small business has taught me how to deal with projects from start to finish. From developing the brief with the client, collating and importing large amount of data as well as managing them for years afterwards. Sometimes using other designers / developers or designing & producing the projects myself. When using developers I am able to give clear requirements for the jobs from economy of code to naming conventions.

I realised early on that the backend needs careful development. Making it as easy for the client to safely manage content as it is for front end users to get the content they want.

Lead developer (contract)

2018 & 2019

Playfields LTD

Leading the build of several websites and web applications for playfields.co

Roles

Designer, project manager, developer, UX, UI, SEO, Google Page speed, structured content, keyword guidance.

UX & UI designer 2016 to 2017

Essence Global, London

Developing product interfaces to help clients manage highly targeted online campaigns.

Roles

UX, UI, design.

Recent & ongoing projects

Wonkhe wonkhe.com wonkfest.co.uk 2014–2019

A large news service / blog covering all aspects of higher education in the UK & now Australia. They have 20,000+ articles and extremely high traffic early in the morning after sending out their 'daily updates' marketing email.

My work and support has helped this project flourish and grow becoming the high-in-demand resource for its large audience.

Roles

Designer, project manager, developer, UX, UI, support, optimiser, SEO, Google Page speed, structured content, content / keyword guidance, HTML email marketing design & templates.

Skills used

Design (Adobe CS), styleguides, UI & UX.

Centos, Linux, Git, Docker.

MySQL, PHP, Wordpress, HTML5, Js, Jquery, SASS, Gulp, Bootstrap 4

Mailchimp, Campaign Monitor, Woo commerce, Stripe payments

Wordpress admin customisation & Gutenberg 'blocks' development.

2AM **2am.co.uk** **2014—2019**

An award winning boutique production company based in Soho, London.

Roles

Designer, project manager, developer, UX, UI, support, optimiser, SEO, Google Page speed, structured content, content / keyword guidance, HTML email marketing design & templates.

Skills used

Design (Adobe CS), styleguides, UI & UX Js, JQuery, Vimeo, SASS, Gulp
MySQL, PHP, Wordpress, HTML5, Centos, Linux, Git
Bootstrap 4

Pageant Media **refi.global** **2017—2019**

An exclusive subscription based information service for sales and marketing professionals

We built a fully customisable dashboard that uses widgets and API feeds to visualise data for paid subscribers.

Roles & technologies

Developer, UX, UI, Wordpress, REST API, data mapping json feeds.

*Other websites designed, built & managed by myself —
(all responsive, SEO / semantic, fully accessible)*

penoyreprasad.com

alisonbrooksarchitects.com

smf.co.uk

reform-architects.london

pageantmedia.com

Career — *continued*

Designer & developer

2005—2010

Co-founder Modern activity

This is where my interest in Flash design & animation put me on the path to be the developer I am today. Flash let us use what fonts we wanted for our clients as well as allowing more 'design' into the project that earlier HTML, CSS & JS would allow.

These projects also led me to building our first built from scratch CMS which a few clients are still using today.

A lot of the our clients were in the Arts, Architecture & film/video production field.

Designer / Artworker

2001 – 2005

Dec0de LTD

Branding, media advertising & design development for long-term client and various products.

Awards

ISTD, International Society of Typographic Designers

A professional body run by and for typographers, graphic designers and educators. The Society has an international membership who share and support its aim to create and inspire interest in all forms of typographic communication.

Education

BA (Hons) Graphic Design & Multimedia 1997 – 2001

De Montford university, Lincoln

Foundation Diploma in Art and Design 1997 – 1996

Yale College Wrexham

Interests

Design, technology, information graphics.

Cycling, Swimming, running (triathlons). Yoga.

Cooking & gardening.