

# Xavi Esteve Front End Web Developer & UI Designer

A microformat friendly CV is available at [xaviesteve.com/webcv](http://xaviesteve.com/webcv)

*A strong technical education and a passion for creativity, design and good taste. Passionate, enthusiastic and hard worker. Enjoy working in a team, sharing ideas and knowledge and learning from feedback. Realistic and Optimistic. Stress and deadline-proof. Willing to take action in a challenging environment.*

Name: **Xavi Esteve**  
Job Title: Front End Developer and UI Designer  
Website: [xaviesteve.com](http://xaviesteve.com)  
Portfolio: [be.net/xaviesteve](http://be.net/xaviesteve)  
E-mail: [xavi@xaviesteve.com](mailto:xavi@xaviesteve.com)  
Phone: +44 (0)79 7710 9394  
Date of Birth: 18th July 1986  
Address: St. John's Wood, NW8 (London)

## Skills

### Front End Web Development

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**Clean code, Usability, Accessibility**, organic **SEO**, understanding and application of **progressive enhancement** and graceful degradation, Information Architecture.

**XHTML, CSS** (including Blueprint, 1KB grid, other CSS frameworks and Zen Coding),

Up to date with the latest **HTML5** and **CSS3**, **XML/RSS** and old table-based HTML for emails.

Raw **JavaScript** and **jQuery** framework, **AJAX** and several Web Service Protocols (**SOAP, JSON...**), **microformats**.

Exposure to high-traffic websites and scalability.

Software: Panic Coda, Adobe Dreamweaver, Notepad++, Firebug...

### User Interface Design

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Wireframing, designing and prototyping of user interfaces and interactive website design for high scaled complex systems while focusing on usability, clearness and intuitivity. Complete understanding on user behaviour and User Experience backed with real testings.

Table-less cross-browser hand-coded 100% **valid CSS2-3/XHTML** (following **W3C standards**) to ensure the best formatting and the fastest code possible in **IE6-9**, Firefox, Opera, Safari, Chrome and **iPhone**. **Theme design** for several CMS and blogs (Wordpress). Multivariate/split testing.

Software: Adobe Fireworks, Adobe Photoshop and Adobe Flash.

## Back End Web Development

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**PHP4** and **PHP5 (MVC)**, OOP programming) including several **CMS**, **Wordpress** and **Flourish** framework (a bit of CodeIgniter); elemental ASP.

Database management (**MySQL**, Oracle, MSSQL, Access).

**Apache** (including cURL, mod\_rewrite and other modules), IIS server administration/setup and knowledge of several public **API (Twitter, Google Maps, OpenID, Facebook/FBML/FBJS...)**.

Code optimization, scalability and debugging. Web security (SQL Injection, XSS...).

Software: Panic Coda, Adobe Dreamweaver and FirePHP.

## Online Marketing

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**Organic SEO** expert in both white, grey and black hat techniques. Internet based marketing campaign setup, management, monitoring and optimization (**Google Adwords** and **Facebook Ads**). Deployed several online campaigns for companies with an increased lead conversion between 150% and 500%. Detailed regular reporting, analysis tracking and training on how to improve, understand and effectively manage online advertisement.

## Graphic Design

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Both Digital and Printed formats. Design of posters, flyers, vouchers, leaflets and templates following branding specifications, typography, structure, balance, colour theory and an eye for design.

Software: Adobe Photoshop, Adobe InDesign, Adobe Illustrator, QuarkXpress and Macromedia Freehand.

## Multimedia

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Sound recording, mixing and edition. Video recording and edition. Passion for photography.

Software: Adobe Premiere, Cubase, Traktor and Audacity.

## Miscellaneous

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**Unix** (HP UX) and **GNU/Linux** distributions **console** (Red Hat, Debian, Ubuntu, etc...).

Mac **OSX**, **Windows** XP/Vista, Windows Server, iOS (all at administration level).

**SSH** and FTP. **SVN** (console mode).

Agile software development (**SCRUM**). Advanced Microsoft Excel, Word and Powerpoint.

**Professional translation** from English to Spanish and vice versa. Specialized in Technology and Design.

Visual Basic 6, VBS, **RegEx**, Hardware maintenance and basic Cisco networking.

Familiar with documentation, reporting and time-tracking.

Software: PuTTY, WinSCP, Adobe Acrobat, Adobe Premiere, Cubase, Reason and Audacity.

## Languages

Proficient: **English**, **Spanish** and **Catalan**.

Elemental: Italian and French.

# Employment

## **Senior Front-End Web Developer and UI Designer** *FREELANCE* *Aug 2010 - Present*

LONDON & BARCELONA

I have worked for a wide variety of companies in London and clients worldwide for a huge variety of projects. From designing, developing and promoting a Real Estate SMB website increasing their lead generation by 300% to developing the main website for the biggest online brokers company in Canary Wharf. After several usability studies, planning and wireframing I am currently designing one of the biggest websites in the UK Financial Services sector for a company based in Canary Wharf. From initial project planning to full functioning complex websites, I ensure my client's projects get cutting edge results, a strong online presence and above their competition with long lasting results. From Web Design & Development, User Interface Design to organic SEO and Online Marketing Campaigns to increase traffic and sales. Some other clients include Web Design agencies, Intranet systems, an Architectural archive, a complete scientific CRM software for a diamond laboratory, an image search tool or a code snippet collector amongst others.

Visit [touchfinancial.co.uk](http://touchfinancial.co.uk), [quicksalebuyer.co.uk](http://quicksalebuyer.co.uk), [snippetshot.com](http://snippetshot.com), [xaviesteve.com/pro](http://xaviesteve.com/pro)

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## **Front-End Web Developer** *LOVEFILM* LONDON *Jul 2010 - Aug 2010*

One of the biggest entertainment companies in the UK and other Europe countries. A challenging environment on a large scale multinational with multi-branded websites. Working to demanding deadlines as a member for the BAU team in a rewarding opportunity to work in a fast-paced environment with many challenges and rewards. Working on projects of all sizes and under constant development ensuring to deliver a fantastic customer experience and actively contributing to the team knowledge and skills through shared understanding of technology.

Visit [lovefilm.com](http://lovefilm.com), [lovefilm.de](http://lovefilm.de)

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## **Lead Front-End Web Developer** *NET MEDIA PLANET* LONDON *Oct 2009 - Jul 2010*

Complete front end website development solutions in XHTML/CSS, PHP5, MySQL, jQuery/JavaScript and AJAX/JSON. Usability improvements, SEO and theme designs. Providing ideas and feedback on how to improve current and future projects. Weekly knowledge sharing with other members of the team.

Visit [netmediaplanet.com](http://netmediaplanet.com), [pc-site.co.uk](http://pc-site.co.uk), [pc-site.com](http://pc-site.com)

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## **Web Developer and Designer** *AGILENT TECHNOLOGIES* BARCELONA *Mar 2007 - Jul 2009*

A Fortune 500 company. Developed, designed and improved several internal and external web sites for the company (main site had 20,000+ unique visits per month). Usability testings with clients from different nationalities. Created automated scripts to enhance and speed the sourcing process of recruiters worldwide. Launched and analysed monthly online surveys to more than 500 candidates and created data mining tools to convert PDF resumes to Access databases and XML files.

Visit [agilent.com](http://agilent.com), [jobs.agilent.com](http://jobs.agilent.com)

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## **Front & Back-End Web Developer** *ROLA VISIONS* *Nov 2005 - Feb 2007*

# Education

## Self Taught Web Development and Graphic Design

*Jan 2005 - Present*

Reading books, articles, tweets, news, tutorials and web seminars to keep myself in the loop of the latest market trends and technology resources as well as following closely the best web references (Jacob Nielsen, TechCrunch, Google Code, Dirson, Smashing Magazine, I Love Typography, jQuery Blog, TED, A list apart, Web Design Ledger and over 200+ more).

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## Computer Systems Administration STUCOM BARCELONA

*Sep 2006 - Jun 2009*

**Web Development** (XHTML, CSS, PHP, ASP), **Database management** (MySQL, Oracle, MSSQL, Access), **Graphic Design** (Photoshop, Fireworks, InDesign), **CCNA Networking**, Cisco Wireless Technologies, **GNU/Linux**, Windows Server, C, C++, Visual C#.

Final qualification: 7 out of 10.

Essay qualification: 10 out of 10 (a web 2.0 collaborative calendar).

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## Marketing Course EADA

*Nov 2008 - Feb 2009*

Final qualification: 8 out of 10.

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## Test of English as a Foreign Language (TOEFL iBT)

*Mar 2009*

Qualification: 112 out of 120.

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## Advanced Certificate in English BASIL PATERSON SCOTLAND

*Aug 2005*

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## Online courses

*Jan 2005 - Present*

PHP5 (OOP programming), AJAX & jQuery, Usability, Accessibility, W3C Standards, PHP & Web Security, Google Analytics, Regular Expressions.

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## First Certificate in English CAMBRIDGE UNIVERSITY

*Feb 2002*

# References

Visit [xaviesteve.com](http://xaviesteve.com) to see my personal website and blog.

Check my most up-to-date portfolio at the **Behance Network** ([www.be.net/xaviesteve](http://www.be.net/xaviesteve)).

Connect with me on **LinkedIn** ([www.linkedin.com/in/xaviesteve](http://www.linkedin.com/in/xaviesteve)) or get in touch to read my professional references and recommendations.

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Portfolio: [be.net/xaviesteve](http://be.net/xaviesteve)  
E-mail: [xavi@xaviesteve.com](mailto:xavi@xaviesteve.com)