



# JOEL DOBBINS

SENIOR DESIGNER/DEVELOPER

## PROFILE

Senior Designer/Developer  
in Sydney since 2008  
with 18 months in London

## CONTACT

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## CLIENTS

AMG AUSTRALIA  
TONY ROBBINS  
LONGCHAMP  
AIR ASIA  
OPTUS  
LEGO  
WESTPAC  
KODAK  
SAMSUNG  
RICOH  
ORACLE  
HEWLETT PACKARD  
VMWARE  
BROTHER  
AMERICAN AIRLINES  
ME BANK  
HPM  
LEGRAND

To Whom It May Concern,

For well over a decade now I've been professionally designing and building HTML5/CSS3/JavaScript websites, EDMs and applications, evolving from a multimedia education with my first project being a TV ad for Freedom Furniture in 2005. The biggest highlights so far include designing the check-in kiosks at Hong Kong airport, conducting training seminars for EFI's web to print software suite, building the AMG Australia tyre selector, creating Longchamp and Optus EDMs, building the Samsung/Crossfit/HPM websites, creating all Australian marketing assets for Tony Robbins, designing and developing the ERP system for independent Liquor Group and most recently launching the new reskin and feature rich version of The Limbic.

At Wax interactive, I worked with some major clients within the medical field such as The Limbic, Mundipharma and Arthritis Australia. This involved quite a variety of multimedia skills which included HTML5/CSS3/JavaScript/PHP development, UI/UX Figma design, building of Litmus tested EDMs, Wordpress backend support, testing and video editing.

At Independent Liquor Group, I served as the sole Front End Developer for the company, often working with other departments such as the Design Studio and Networking & Infrastructure. I designed and developed the ERP system, created new and updated existing Banner Group websites such as Bottler, Super Cellars and Fleet Street, created an Events based management system that manages customer flights, accommodation and daily schedules, created an Internal Training Module Website and did the initial migration from TFS to GIT. Once all the front end tasks were complete in the sprint I'd start working on the Back End tasks.

At Success Resources I was the lead designer/developer providing marketing deliverables for motivational speaker events for Tony Robbins, Robert Kiyosaki, Gary Vaynerchuk and more. Such deliverables included websites, banners, bus wrap ads, SMS and EDMs. During my time I trained up other employees, defined new work practices and procedures, introduced Agile methodologies and set up Git version control for the global company to share assets between offices.

At Macquarie Group I worked on an exciting new online banking system which allowed advisors to manage accounts and make payments on behalf of their clients using JavaScript frameworks such as Angular. It was such a privilege to work for one of Australia's greatest and most profitable businesses.

At ICTS Europe Systems I redesigned and built new interfaces to the full product suite used behind the scenes at airports and for airlines across Europe, Asia and America. It's in fact impossible to fly between North America and Europe without the ICTS product suite being used in the background.

At Sandstone Technology, I developed HTML5 iOS/Android banking apps for RaboDirect, IMB, Auswide Bank, BOQ Specialist and ME Bank using the Backbone JavaScript framework. When I started the project was still in beta phase but after we made some releases it quickly became the most profitable product of the business for which three of us were given Thank You awards for.

Sincerely,

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