

Xander Gottlieb

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Having discovered coding at age 16, with an online course from Harvard, I now have a portfolio that encompasses websites, apps, and iBooks. Alongside my degree at Durham University, I worked as Head of Web Development for a London software firm, and spent every spare moment tinkering. Now, my diverse background blurs the line between design and development. I have: designed experiences that tripled email engagement; written robust code in sectors from e-commerce to healthcare; and moved startups to the front page of Google through SEO.

With understanding across the fields of design, code, and marketing, I am in a unique position to innovate, communicate, and deliver high quality work that adds real value. In other words, I remember the big picture while perfecting the smallest details.

EXPERIENCE

Designer & Developer

Freelance

2012 - Now

Working alongside the London-based Spider PR, I swiftly designed animated HTML5 ads for Typhoo Tea, developed an interactive popcorn simulation for Tyrell's Crisps, and enlivened a host of WordPress sites with bespoke plugins, themes, and easter eggs. Consulting as a designer and marketer, I helped Evora Global reach the front page of Google.

Head of Web Development

Think Digitally

2015-18

Having been mentored by a team of veteran user experience designers and developers, I was promoted from Intern to Head of Web Development. Not only contributing code and designs (including more than thirty bespoke WordPress plugins) but also liaising with clients and strategising for practically every project that crossed the company's desk. Clients included CBRE, Ogilvy, and spanned countless sectors from health to broadband to food.

Digital Marketing Assistant

Towergate Insurance

2015-16

Working in a large team of specialists in skills ranging from development to pay-per-click, I rapidly iterated on designs for digital and print adverts. Following this, I was trusted with designing a new approach to the company's online forms with an intuitive user experience to reduce abandonment. Learning from an experienced front-end designer, I built a 30-page website, from mockups to code, in under a week.

Management Trainee

Enterprise Rent-A-Car

2014-15

QUALIFICATIONS

B.Sc Natural Sciences 2:1

Durham University, UK

2018

Majored in Computer Science alongside Philosophy and Chemistry. While volunteering as college Publicity Officer, I tripled email engagement and increased communication between teams. As Head Representative, I coordinated a team of 20 to organise and run extremely well-received open days. In addition, I helped manage the university's TEDx event, revived the photography society, and led a coding club which helped others to learn programming. My dissertation improved User Experience in the management of big data for Natural Language Processing.

Four A-Levels A*A*A*A

Godalming College, UK

2014

Chemistry, Film Studies, Maths, Physics