# Xander Gottlieb

xander@alexandergottlieb.com

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With understanding across the fields of code and design, 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.

Since teaching myself to code at age 16 - with a Harvard online course - I have built a diverse portfolio of websites, apps, and an iBook. While studying Computer Science and User Experience Design at Durham University, I worked as Head of Web Development for a London software firm. Now, my background blurs the line between design and development. I have: invented cross-platform apps with thousands of users; written robust code in sectors from e-commerce to healthcare; and led coding workshops for 9-11 year olds. My Stack Overflow answers place me in the top 3% of users.

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**EXPERIENCE**

## Founder

Blastoff Design

2018 - now

Invented iOS & Android apps including Grammapp and Concurrency, which now have thousands of users and a successful monetisation strategy – built with Flutter.

## Designer & Developer

Freelance

2012 - now

As part of Toptal's "top 3% of freelance talent", I have worked as a remote team member in multiple large companies. Freelancing for Spider PR, I designed animated HTML5 ads for Typhoo Tea; built a popcorn simulation for Tyrell's Crisps; and developed a WordPress plugin for monitoring the national rollout of a new ISP. Consulting for Evora Global, I conducted UX and SEO audits which helped them to grow their mailing list and reach page 1 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 within two years to Head of Web Development. Contributing both designs and code, I worked on multiple e-commerce sites, a digital health tracker built with React.js, and close to 100 bespoke WordPress plugins/themes. I was also trusted to liaise with customers and strategise for practically every project that crossed the company's desk. Clients included CBRE and Ogilvy.

## Digital Marketing Consultant

Towergate Insurance

2015 - 16

Working in a large, multidisciplinary team of specialists with skills ranging from development to pay-per-click advertising, I rapidly iterated on digital and print advert designs and webpage mockups using Photoshop. Following this, I was trusted with developing a new approach to the company's online forms – devising an intuitive user interface and custom validation logic to reduce abandonment. Learning from an experienced front-end developer, I built a lean 30-page website, taking it from mockups to vanilla HTML, CSS, & JS, in under a week.

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**QUALIFICATIONS**

## B.Sc Natural Sciences *2:1*

Durham University, UK

2018

Majored in Computer Science, alongside Philosophy and Chemistry.

- My dissertation improved user experience in the managing of large amounts of training data used for Natural Language Processing. It was developed as a web app using React.js, Firebase, and Harry Beck's London Underground Map.

- As Head Representative, I selected and managed a team of twenty to organise and run exceptionally well-received open days. I was responsible for the entire five-day event, including: conducting interviews, planning activities, welcoming guests, and effectively delegating a long list of tasks.

- After being elected as college Publicity Officer, I tripled email engagement, quadrupled website traffic, and streamlined team communication with the introduction of Slack.

- Two years running, I volunteered as a Freshers Representative for two weeks. As well as helping new students settle in, I had to keep up morale among an exhausted team – and help over two hundred people connect to the WiFi.

- I also: founded a coding club to help others learn programming, branded and photographed the university's TEDx event, and revived the Photography Society.

## Four A-Levels *A\*A\*A\*A*

Godalming College, UK

2014

Studied Physics, Film Studies, Chemistry, and Maths; published an iBook to help others learn Chemistry (showcased by Apple and successfully monetised); won best short film award two years running.