



# Cale Woodley

31/05/1984,

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## Summary

Cale is a passionate web designer/front-end developer with over 3 years of industry experience.

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## Skills

Expert understanding of XHTML and CSS code.  
Expert understanding of building sites to CMS implementation including ecommerce on PHP, ASP and Ruby on Rails platforms.  
High understanding of jQuery framework and plugins.  
High understanding of working with SVN.  
High understanding of Linux-based webserver platforms.  
Moderate understanding of working with git.  
Concept design with focus on user experience and accessibility.  
Comfortable on OS X and Windows platforms.

Passion and dedication for constant learning about existing and new web-related technologies.

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## Experience

### Senior Web Designer at Webfirm

, employees

**01/2009 - present**

In addition to below:

Train and mentor junior designers.

Write procedure and tutorial documentation for workflow, code standards and plugin implementation.

Present design proposals directly to clients.

Advise Project Managers and Customer Support Staff on quoting for design-related tasks.

### Web Designer at Webfirm

, employees

**10/2006 - 01/2009**

Create concept designs for dynamic and static websites.

Build complete websites using W3C XHTML & CSS.

Build dynamic websites to suit ASP, PHP or Ruby on Rails platforms.

Enhance website functionality with the jQuery framework for Javascript.

Ensure code is SEO-friendly.

Liase with Project Managers and Programming Team members to deliver functional websites.

Consult with clients on design-related solutions.

# Publications