

SIAN JONES

Creative Technology Director



Multi-skilled and ambitious Creative Technology Director, eager to constantly learn and improve technical, creative and managerial skills. I'm passionate about what I do and dedicated to delivering high-quality work and excellent service. Good results, strong user experiences and conversion rate optimisation form the foundation of all my work. I have experience delivering projects with tight turnarounds and high KPIs and have recruited, led and mentored a team of strategists, designers and developers for the past 7 years.

CONTACT DETAILS

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SKILLS

HTML5



CSS & SASS



Javascript & jQuery



PHP



Conversion Rate Optimisation



UI & UX Design (Figma, XD, Sketch)



User Research & Strategy



Management & Team Leadership



EDUCATION

High School

Matriculated in 2006 with exemption and honours
Maris Stella School

Tertiary

Bachelor of Arts: Brand Communication specialising in Multimedia
Vega Brand Communications School
Graduated with distinction in 2011

Certificate

Certificate in Developing Web Applications with PHP
Centre for Software Engineering at Unisa
Received 2012

EMPLOYMENT HISTORY

Le Troquet 2007 - 2012

Restaurant manager

Employed as a waitress and later promoted to manager at French restaurant Le Troquet for approximately 4.5 years.

Freelance 2011

Freelance - Zaptronix

Zaptronix Website for Zaptronix, a listed company that provides risk solutions

Freelance - Cathexis

Cathexis A listed company who develops surveillance solutions. Site built with Joomla, custom made theme, client registration and login area for software downloads.

Freelance - Macwin Construction

Medium sized construction company who needed a simple brochure website.

Kablooey Studios 2011 - 2014

Front End Developer & Designer

I started at Kablooey Studios February 2011 after a college internship. I started as a web designer but swiftly progressed to a front end developer. Duties included building websites from design to completion, creating fully functional Joomla and Wordpress sites with custom built themes, basic SEO, deploying completed sites to live, BAU maintenance, graphic design, client management and training.

Atom42 & Iris London 2014 - Present

FrontEnd Developer & Designer

I started at atom42 as a front end developer and designer, creating landing pages, display ads and websites for clients with a core focus on UX and conversion rate.

Team manager

After a year I was promoted to manager and supported in growing the team and implementing our processes and ways of working. I managed a team of 8 and took care of project strategy and management, recruitment, client management, pitching for new business, managing BAU maintenance, developing and improving team processes and mentoring team members.

Creative & Technical Director

I have since been promoted to Creative & Technical director which is a varied strategic role. Along with my management duties, I am the strategic lead on site strategy, bringing together marketing plan and objectives, UX insights and SEO best practice. I have delivered on a wide range of projects from simple landing pages to large and complex custom API builds, produced a wide range of creatives and have developed our User Research offering to bring new strategic insight to all our projects. I currently lead the Conversion Rate Optimisation ideation for Samsung's European websites and split my time between that and overseeing all work via the tech team.