

# Joel Kivuva

Web Developer & UX Designer

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## Profile

I'm an enthusiastic and pro-active Web Developer, Database Administrator and UX Designer in a wide variety of web solutions. Particularly interested in static, dynamic web design using html, php, Content management Systems, Flash who makes easy to use websites and applications by discovering how users *really* think.

With 5 years' experience of designing and developing websites and web applications, I have an excellent understanding of how technology can be used to align the requirements of both the business and the customer.

## Objective

I very much like to develop existing ideas as well as create new, grow my company and interested in anything that can scale. Execution is all that matters. I maximize on synergy with a focus of attracting awesome teams which create awesome user experience for consumers via the end product.

I rapidly turn my hand to new technologies and relish the challenge of creating new and innovative ideas aimed at greatly contributing to the economic development of Africa, and improving the living standards of the African people.

I like to learn new findings, embrace efficiency. Most importantly I execute on these findings.

I believe in building an experience more than the product, turning insights into valid business ideas.

## Skills Summary

### Front-end Development

Core Skills	Techniques
<ul style="list-style-type: none"><li>• XHTML (1.0 Strict)</li><li>• CSS 2.1</li><li>• CSS 3</li><li>• JavaScript<ul style="list-style-type: none"><li>○ Object-Oriented JS</li><li>○ AJAX</li><li>○ DOM scripting</li><li>○ JSON</li><li>○ jQuery</li><li>○ Mootools</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Web standards</li><li>• Accessibility</li><li>• Progressive enhancement</li><li>• Microformats</li><li>• Cross-browser compliance</li><li>• Source control</li></ul>

### Back-end Development

Core Skills	Techniques
<ul style="list-style-type: none"><li>• PHP (4/5)</li><li>• MySQL</li><li>• XML</li><li>• Frameworks<ul style="list-style-type: none"><li>○ CodeIgniter</li><li>○ PHP Runner</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Object-Oriented Design</li><li>• Design Patterns</li><li>• MVC Architecture</li><li>• Database Design</li><li>• Linux Server Admin</li><li>• APIs: Twitter, Flickr, etc</li></ul>

## User Experience Design

Core Skills	Techniques	
<ul style="list-style-type: none"><li>• <b>User Research</b></li><li>• <b>Search Engine Optimization</b></li><li>• <b>Interaction Design</b></li><li>• <b>Prototyping</b></li><li>• <b>Usability Testing</b></li><li>• <b>Performance Optimization</b></li><li>• <b>Analytical Evaluation</b></li></ul>	<ul style="list-style-type: none"><li>• Stakeholder Interviews</li><li>• User Interviews</li><li>• Heuristic Evaluation</li><li>• Card Sorting</li><li>• IA Tree Testing</li><li>• Site Mapping</li><li>• Persona specification</li></ul>	<ul style="list-style-type: none"><li>• Search Engine Robots</li><li>• Paper/Rapid Prototyping</li><li>• Focus groups</li><li>• Usability Testing</li><li>• Accessibility Testing</li><li>• Multivariate Testing</li><li>• Statistical analysis</li></ul>

## Employment History

### Seacrest Technology Ltd - Software Development Lead

Jan 2017 – Present As the software development team lead, I have a heavy influence on the running of the department. As such, I use my existing knowledge and experience to increase the efficiency of the team and improve the quality of their work.

Furthermore, as part of my commitment to learning I began to study User Experience Design which lead to me introducing a range of user-centered design techniques into the development process. This new focus on the experience of the end-users has transformed agency's output from outdated static websites for local businesses to top-quality websites and ecommerce solutions for household names.

#### Responsibilities and Achievements

- Developed websites and applications using PHP and MySQL at the backend whilst building the frontend in **standards-compliant** XHTML, CSS and JavaScript.
- Replaced use of outdated Flash techniques with **progressively-enhanced, accessible AJAX** alternatives. Making use of framework such as Mootools and jQuery where appropriate.
- Reworked organisational workflow to dramatically **increase quality control**.
- Proceduralised the digital department's processes to dramatically **improve the efficiency** and abilities.
- Ensuring adherence to the WAI WCAG 2.0 AA **accessibility standards**.
- **Accelerated development** cycles with use of **MVC** frameworks such as CodeIgniter and CakePHP.
- Trained technical and non-technical staff on various web topics - from the concepts of HTML and CSS to advanced object-oriented design patterns.
- **Mentored** junior developers.
- Interviewing and **recruiting** new team members.
- **Performance optimising** websites through a combination of frontend, backend and server configuration techniques.
- Conducting **user research** to establish user needs using techniques such as user interviews, search log analysis and focus groups.
- Running **stakeholder interviews** to establish and prioritise a project's **business objectives**.
- Planning sites' **information architecture** to develop site maps and labelling schemes using card sorting, data analysis and tree testing.
- Providing **interaction design** for major ecommerce sites using wireframing, interaction storyboarding and prototyping.
- Developing user **personas** to help ensure that user research is considered throughout each step of the design process.
- Planning and implementing **multivariate testing** to evaluate hypotheses and improve conversion rates.
- Conducting **usability testing** on both prototypes and live/development websites.
- Monitoring web **analytics** to identify areas of weakness or potential improvement.
- Conducting **competitor analyses** on rival websites to identify the strengths and weaknesses of alternative solutions or new approaches.

## GoGlobal Slns.

Apr 10 – Apr 12

Clients include:

EuropaTools, HeelsCity,  
Aeroshield Carriers and  
Generac Engineering.

### - Web Developer

This role within an established Development Team saw me working on *Maji-Soft*, MajiRipoti provides an on-demand (cloud computing) solution that gives you all the power and functionality of a desktop software that offers operations, billing, reporting and customer service solutions with the added flexibility, convenience, and affordability of a hosted application.

## Responsibilities and Achievements

- Designing and building new features using **Object-Oriented PHP**, such as a Contact Export facility.
- Producing clear, well-commented code conforming to PHPDoc specifications complete with accompanying **documentation**.
- Creating numerous reusable **front-end controls**. These included major features such as an AJAX-based paginated listing.
- Personally deploying major, minor and maintenance **releases** to multiple servers worldwide.
- Heavily **refactoring** existing features, resulting in **performance increases** of up to 1,000%.
- Creating and maintaining numerous departmental **procedures** and then using them to train staff.

My time at GoGlobal Solutions gave me the much needed foundation to scale the very wide IT field as well as open my mind to the ever evolving IT technologies.

## Education

### Training Courses

2006 - 2007  
Starthmore University

- **Web Accessibility** (IAT)
- **Advanced CSS** (Clearleft)
- **Information Technology** (IAT)
- **Introduction to .Net 3.5** (JBI)
- **BA (Hons) Business Information Technology**

2007 - 2012

Modules studied include:

- Human Computer Interaction
- Project Management
- E-Commerce
- Information Systems

### Alliance High School -

2002 - 2005

**KCSE** - B plain

As someone with a passion for learning, I am constantly striving to improve my abilities. I follow many UX and development blogs, discussion groups, and relevant Twitter users to keep up-to-date in an ever-changing industry. Furthermore, I read a couple books a month on various subjects related to the web.

I am a member of the **iHub**, **NaiLab** and the **mLab** in Nairobi.

## Interests

In my spare time I like to spend as much time as possible enjoying life watching football, rugby, travelling, swimming and gaming. Follow me on twitter @abekivuva