

Curriculum Vitae – David Felton

DOB 30/07/1980 | Nationality: British

SUMMARY

- Currently Lead web programmer for Codemasters Software Ltd.
- Hold First Class (hons) Computer Science degree from Lancaster University
- 6 years experience in ecommerce, web-development & software design, all gained in commercial environments.
- Possess excellent written and verbal communications skills, a pro-active can-do attitude, and I am extremely motivated, responsible and dependable.

Highly skilled in the field of Internet technologies, including the programming and database languages that are the building blocks of producing dynamic, content-based websites. Experienced in designing, building and maintaining e-commerce solutions. Extensive knowledge of software design principles including software engineering and requirements engineering. High level of commercial experience with PHP and MySQL. Experience of working with the programming language Java, including J2SE and J2ME (for mobile devices), Swing, RMI for distributed systems and JMF (Java Media Framework). Six years experience of managing and administrating Windows-based web servers.

PROFESSIONAL EXPERIENCE

Codemasters Software Company Ltd
LEAD WEB PROGRAMMER

October 2004 - Present

In my current position I manage three developers and report to the Director of Internet and Online Services. All new projects that come through the online team are overseen and project managed by myself from a technical-perspective. A small sample of the projects I have been involved with:

- Oversaw the design and development of the entire accounts and billing system used for Codemasters MMORPG games (for example Lord of the Rings Online and Dungeons & Dragons Online). This system allows players to create accounts and subscriptions using a secure key-based system, create payment agreements using one of many payment options (the system is integrated with three different payment providers), manage their accounts, redeem bonus item codes, game time cards, make micro payments etc.
<https://cogaccounts.codemasters.com/>
- Designed and developed Funsta, Codemasters' casual gaming portal.
<http://www.funsta.com/>
- Designed and developed internal 'Webmetrics' system to gather and analyse data from disparate Codemasters systems. The system presents data in a visual manner to key management teams / personnel; enabling for example the tracking of how email campaigns / demos affect sales
- Heavily involved with Codemasters' DRM solutions for digital distribution of Codemasters' titles.
- Producing and managing well over 100 websites and microsites, including ones for ToCA Race Driver, Colin McRae Rally, RF Online, Archlord, LMA Manager etc.
- Managing the process of sending out well over one million emails a month to our members database while ensuring we comply to all relevant laws and legislations including programs like COPPA and TRUSTe. Taking steps to ensure Codemasters' emails are not incorrectly identified as spam.

Codemasters Software Company Ltd
SENIOR WEB PROGRAMMER

January 2003 – October 2004

Accomplishments:

- Designed and developed bespoke multicurrency e-shop, including managing products, orders and backend reporting, interfacing with payment gateway and processing card payments: <http://www.codemasters.com/eshop/>
- Designed and developed online cheat codes purchasing system, including handling credit cards, interfacing with credit card processor and porting cheat code generators to PHP.
- Implemented retrieval and manipulation of Xbox Live! leaderboards from Microsoft servers using SOAP
- Developed internal 'MIS' (Management Information System) – a secure, permission based system for intra-department document sharing.

Codemasters Software Company Ltd
WEB PROGRAMMER

July 2001 – January 2003

Accomplishments:

- Completely responsible for the production of the bespoke content management system for the Codemasters website launched in Dec 2001. The dynamic, database driven website spans 6 languages across 10 territories. <http://www.codemasters.com/>
- Developed system to manage over one million users and their profiles, and handle personalised mass emailing to any subset of the database.
- Developed Java-based bulk emailing program, using Java RMI client-server technology. Now used to send out over a million emails a month. System is both fast and reliable.
- Designed and developed web-based survey builder to interactively create surveys online, dynamically display these surveys to the user, record the results and then display / export these results in the backend system.

NASUWT Teachers Union, Birmingham.
WEB DESIGNER

Summer of 2000

- Responsible for creating many local websites for local branches of this nationwide teachers union.

NASUWT Teachers Union, Birmingham.
TELESALES

Summer of 1999

- Summer spent running the pilot telesales initiative, aimed at making full members out of newly qualifies student members of the teachers union.

SKILLS

Technical Skills

MySQL, SQL Server, IIS, J2SE, J2ME, UNIX/LINUX (working knowledge), Microsoft Visual SourceSafe.

Languages

PHP, Java, SQL, HTML, DHTML, XML, XSLT, SOAP, JavaScript, CSS, Actionscript.

Other

E-commerce, web services, client facing experience, database design, design documentation, technical writing, user interface design, project planning, work scheduling, line management.

QUALIFICATIONS

Degree Level (June 2001):

Computer Science, Lancaster University First Class (Hons)
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4 A Levels (June 1998):

Mathematics	B	Biology	D
Physics	B	General Studies	B

9 GCSEs (June 1996):

Mathematics	A	Geography	A
Science (Dual Award)	A	Design and Technology	A
	A		
German	A	English Language	B
French	A	English Literature	A

Professional Membership

Graduate member of BCS (**British Computing Society**) - since October 2000.
Member of the **Institute of Leadership and Management**

Professional References

Will be supplied upon request

Driving licence

I have a full UK driving licence