

Curriculum Vitae – David Felton

DOB 30/07/1980 | Nationality: British

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SUMMARY

- Expert LAMP developer with 10 years experience working across the complete software development lifecycle
- 10 years experience working in the games industry, all gained in commercial environments.
- 8 years experience running programming team.
- Excellent written and verbal communications skills, a pro-active can-do attitude, extremely motivated, responsible and dependable.
- First Class (hons) Computer Science degree from Lancaster University

SKILLS

Technical Skills and web technologies:

PHP, Zend Framework, MySQL, Apache, Linux, Java, Ajax, Javascript, jQuery, HTML, XHTML, CSS, XML, JSON, SVN, trac, Wordpress, web services, shell scripting, server admin, Zend Studio

Other

Facebook apps, E-commerce, casual games, web application and server security, social media integration, internationalisation, SEO, client facing experience, database design, system architecture and design, requirements engineering, project planning, work scheduling, line management.

PROFESSIONAL EXPERIENCE

FREELANCE WEB PROGRAMMER

September 2011 - Present

Currently freelancing. Clients have included Asos and London & Partners.

SEGA Europe Ltd

July 2007 - September 2011

LEAD WEB PROGRAMMER

Managed the web programming team and responsible for all web programming requirements for SEGA Europe and SEGA America.

- Developed / managed: corporate site, microsities, facebook pages, forums, blogs, Customer Services helpdesk, internal systems and much more.
- Ran a team of up to 5 developers
- Designed and built bespoke CMS that powers sega.com and associated territory sites.
- Create SEGA Pass, membership program with over 1 million members.
- Architected and ran development team that built PlaySEGA, SEGA's casual games portal. Designed and built scoring and level editor APIs using PHP, amfphp and as3.

Codemasters Software Company Ltd

October 2004 - July 2007

LEAD WEB PROGRAMMER

Managed three developers and reported 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.

QUALIFICATIONS

Degree Level (June 2001):

Computer Science, First Class (Hons), Lancaster University

4 A Levels (June 1998):

Maths: B, Physics: B, General Studies: B, Biology: D

9 GCSEs (June 1996):

8xA, 1xB

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