



## Matthew P A Mumford

Web Developer/Designer, Analyst, Programmer

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### Career Brief: Web Developer / Designer

Twenty years experience working predominately in the IT sector. Excellent software application and web site development skills with a strong focus on design & user interface. Currently working on small to medium scale web development, GUI and corporate identity projects. Working in a consultancy role on IT projects, specialising in web development, general design and search engine optimisation for small to medium sized organisations.



## Expertise and Experience

Summary of software applications, development tools and hardware expertise

Microsoft FrontPage, Adobe Photoshop CS, Windows XP, Windows 2000, Windows 95/98/ME, HTML, DHTML



Macromedia Flash MX, Windows NT 3.51/4.0, Internet Information Services, Access v1 to 11, Visual Basic, JavaScript, ASP, ODBC/OLEDB, OLE Automation, SQL Server, Windows based networks (Workgroups, 95/98/ME, NT/2000/XP), TCP/IP, MS Office Applications



Visual Studio.NET, SharePoint, VBScript, MAPI, MS DOS, Microsoft Visio, XML, DAO, Apollo Space Management software, COM, VBA, NetBEUI,



Microsoft Help Compiler, Crystal Reports, InstallShield Professional, Microsoft Project



*OS/2, Windows 3.x, Visual InterDev, Mac System 7, HP NewWave (incl. Agent Language), MV/SXA, BTOS, VMS, PowerBuilder, Focus, Pascal, TAPI, FORTRAN, COBOL, SmartWare II, Oracle, Personal Express & Express Server, Ami Pro, PC Tools, Autocad, Autosketch, Corel Draw, Freelance, Pagemaker, SmartText, Project Managers Workbench, IBM Storyboard Plus, Ventura, Banyan Vines, IPX/SPX, NetMeeting, Schedule+*



High proficiency / expert



Good proficiency / day to day use and support



Intermediate



Some knowledge / experience



Past experience / discontinued technology

Consistent user interface design in Windows software following Microsoft standards. Implementation of up to date Search Engine Optimisation techniques. Use of context diagrams, functional decompositions, data flow diagrams, and entity relationship diagrams (data models) for analysis. In depth knowledge of configuring x86 based PCs for the Windows environment. Experience and support of the Apple Mac platform. Case tool experience using Excelerator. SSADM and information engineering techniques. Method/1 project management method. Experience of Jackson Structured Programming for design and production of program code. Database design. Systems testing.



## Career History

Positions held and projects worked on from 1987 to present

### Senior Software Developer

**Argus Solutions, Australia 24/10/05 to present**

Development of Identity Management system, Cornerstone, using Visual Studio 2003. Production of related technical & user documentation.

### Independent Consultant and Owner/Operator Mogna Business Solutions

**01/01/01 to 21/10/05**

Work on web sites for small to medium sized organisations through a process of content gathering, design, implementation, administration and a strong focus on Search Engine Optimisation (SEO). Design of web sites using FrontPage, Visual Studio.NET, Flash MX and Photoshop.

Implementation and administration processes, ongoing analysis and improvement of search engine rankings for each organisation. Support and maintenance for hosting of public web sites. Administration of internet domain based email systems. Analysis/advisory consulting for retail organisations focussing on space management and enterprise systems integration. Consulting work focussing on the Apollo Space Management suite of software and related issues. Migration of space management data to RDBMS systems (SQL Server and Oracle), integration of enterprise systems with space management databases, advice on integration of SAP and Space Management systems.

Examples of projects implemented over the last three years: [matthew.mumford.com/public/linksConsult.htm](http://matthew.mumford.com/public/linksConsult.htm)

### Software Development Specialist

**Metiri Mensus, Australia 9/10/00 - 4/12/00**

*Australian based company with roughly thirty employees offering consulting services and software solutions to a broad cross-section of industries.* Involved in analysis work focussing on the compilation and improvement of a requirements specification for a workgroup planogram application called Control Centre (renamed from DataMaster). The project team consisted of three programmers and a project lead with the team size increasing during testing phases. Software development work designing Control Centre using VB 6.0, focussing on the user interface.

### Software Development Specialist/Tech.Consultant

**Information Resources (Aus. & UK) 8/9/99 - 21/7/00**

*Leading sales & marketing research company in the global consumer goods industry, 3000 staff. Offices located in 30 countries, clients include Anheuser-Busch, Johnson & Johnson, Philip Morris, Procter & Gamble, PepsiCo, Unilever HPCE, plus other retailers, brokers and the financial community.* Development of database independent workgroup software, DataMaster, for IR Technical Services written in VB 6.0.



## Career History



Positions held and projects worked on from 1987 to present

### Software Development Specialist/Tech.Consultant (cont.) Information Resources (Aus. & UK) 8/9/99 - 21/7/00

Allowed retailers and manufacturers to perform cross section analysis of stores and products, it provided automated features designed to improve and speed up the space management process as well as data integrity checks. Initial research phase then subsequent development of a prototype multi-language web-site for European Product Development. Allowed client's customisable access to market data through a web browser. Users can customise the look of the site as well as the reports and graphs they wish to view and set notifications/alerts based on queries run against market data. Use of DHTML, JavaScript, CSS, ASP and Data Binding throughout. XML used for multi-language capability of site.

**Travel** 27/5 - 31/8 1999 Backpacking in Chile, Argentina, Paraguay, Bolivia and Brazil

### General Assistant

**Marine Expeditions Inc. 28/3/99 - 26/5/99**

Canadian based eco-tourism company focused on expedition style travel to little known and hard to reach destinations. Aboard the Akademik Shuleykin ice class Russian research vessel under charter to Marine Expeditions. Travel throughout the Pacific's remote islands, preparation of ship, general assistance to passengers and staff, compilation of daily bulletin/expedition log. PC operation and support, maintenance of Access based accounting system, compilation of web sites for each expedition. Repair and maintenance of Zodiacs, driving tuition from staff.

**Travel** 18/1 - 28/3 1999 Period of travel including expedition travel to Antarctica and hiking in Torres del Paine park, Chile.

### Technical Project Specialist

**Information Resources Australia, Technical Services 15/7/98 - 15/1/99**

Worked with one of Australia's largest retail supermarkets to centralise their Space Management operation by moving to a single client server database for all section layouts. Demonstrating and advising on use of web technology to open up planogramming data via the internet/intranet. Presenting at user groups and conferences. Design & implementation of internal contact management system with Outlook and Exchange Server. General internal and external support of Space Management software and internal systems

### Technology Specialist

**IRI Software, European Solutions Group 17/3/97 - 12/6/98**

The software arm of Information Resources responsible for the development of technology used in the consumer goods industry. Rewriting existing install routines for commercial software with InstallShield 5 Pro. Design & development of report distribution tool, QuickView, using VB, RoboHelp, Express & InstallShield Pro. Development & support of web applications using MS Visual InterDev, Express Server/Web Agent & Internet Information Server. Recommending appropriate technology during research phase of client projects. Working with InterSolve to implement an OLEDB driver for IRI proprietary database format. Advising and training consultants on NT based matters including implementing Express Server. Worked with systems department to implement new hardware/software.

### Developer Support Engineer

**Microsoft Ltd Developer Support PSS 11/9/95 - 21/2/97**

As a member of a team of fifteen people, I supported MS Access and associated technologies, including ODBC, Access Dev. Toolkit, Upsizing Wizards, Access Internet Wizard and Access Solutions Pack. Various ActiveX controls. Attendance at shows, seminars and conferences in a tech. support role (Access Developers Conference, DB World, Microsoft Internet Developer and Web Masters Conference).

**Travel** 23/11/1994 - 10/9/1995 Eight months in Australasia, Asia, Africa & Europe including 9 week Eastern & Southern Africa expedition.

### Senior Consultant

**Information Resources Australia, Consulting Division 22/11/93 - 22/11/94**

Trained consultants and support staff in Visual Basic, created a specialist course aimed at developers writing Windows apps. with pcExpress (multi dimensional database). Involved in projects developing Windows apps. for clients including MDI apps. and mail enabled systems using MAPI. Consistent use of windows API and other DLLs to produce effective code. Presented sessions at annual conference regarding Windows development tools used in conjunction with pcExpress. Internal PC support and administration of a Windows for Workgroups network.

### Support Engineer

**Microsoft Ltd Developer Support, PSS 13/2/92 - 8/11/93**

Product specialist in Access RDBMS, supported Access & related issues, ODBC, cross product integration, OLE, DDE, networked solutions, VB integration, Access Distribution Kit, Help Compiler, downsizing, general Windows support. Represented MS at shows & seminars in technical support capacity. Started at MS in the End User dept. supporting Office products on Windows, DOS & Mac.

### Analyst/Programmer/Tech. Assistant Lloyds TSB, Corporate, Marketing, Finance & Services 6/4/87 - 10/2/92

Banking, insurance & finance organisation with 80,000 staff worldwide. End-user interface project with R&D dept. using MS Windows & HP NewWave; converted personnel manual to hypertext system with links to company wide enterprise systems. Designed & produced automated in-house training courses with IBM Storyboard, wrote CBT packages using Top Class, IBM Storyboard & graphics packages. Installation/support of interactive video courseware. Operational review of legal dept. then long term introduction of office automation & GUI to improve PC productivity. Developed compliance system for use in area offices & other depts. Banyan network for email & RDBMS apps. DTP support for production of in-house publications. Analysis, design & production of fully automated data-dictionary for marketing system encompassing all live production systems. Analysis, design, programming & implementation of PC based mail-stop system, second version produced for credit card dept. Enhancements to PC based purchasing system. Use of Method/1 methodology. PC support for Marketing dept. & IT Staff. Admin & tech. support within IT dept. System fault/enhancement logging & tracking. Developed PC library database for documentation, manuals & reports. Wrote software to produce reports for accounts/finance dept. using MSA Information Expert, designed & ran corresponding training course. Cheque reconciliation system support on Burroughs B20 with links from bank systems to mainframe. As Junior Programmer, responsible for security project to determine & monitor access levels to mainframe data. Company wide PC support. Production & supervision of presentation media for in-house reports, presentations & tech. documentation.

### Clerical Assistant

**TSB Trust Company Life Admin. Dept. 4/8/1986 - 5/4/1987**

Administration of life and pensions policies sold by the TSB Trust Company representatives and banks. Gaining knowledge of many insurance products including savings plans, bonds, pensions and an appreciation of reinsurance.



## Qualifications



Educational and professional qualifications obtained

### Tertiary Education

Higher National Certificate (HNC) in Computer Studies (1991)  
BTEC National Certificate (BNC) in Business and Financial Studies (1989)

### Secondary Education

8 O levels in: English Language, Mathematics, Integrated Science (Applications and Principles), Computer Studies, Drama, Graphic Design and Communication, Craft Design & Technology (1986)  
Oxford Certificate in Oral English (1986)

### Microsoft Certified Professional

Windows Operating Systems and Services Architecture I, Access 2.0 Application Development (1996), MS-DOS and Microcomputer Hardware, Windows 3.1, Word for Windows (1993)



## Training Courses

Training courses attended during career

Title	Supplier	Title	Supplier
.NET Foundations Course (C#)	Object Training	Advanced Access	Microsoft <i>Internal</i>
Adobe Photoshop CS	Dynamic Web Training	Windows 3.1 Upgrade/Technical	Microsoft <i>Internal</i>
<i>Basic Image Enhancement (level 1), Masking, Image Effects and Retouching (level 2), Photo Printing and Colour (level 3)</i>		Windows Technical	Microsoft <i>Internal</i>
Apollo Space Management Suite versions 6.x and 7.0	Information Resources <i>Internal</i>	Microsoft Product Induction	Microsoft <i>Internal</i>
Oracle Express Server 6.0	IRI Software <i>Internal</i>	Word 2.0 for Windows PowerPoint 3.0 for Windows	Personal Systems Training Ltd
DataServer DBA	IRI Software <i>Internal</i>	Publisher 1.0 for Windows	Microsoft <i>Internal</i>
Windows NT Fundamentals	Microsoft <i>Internal</i>	Works 2.0 for Windows	Personal Systems Training Ltd
MS Access 8.0 Upgrade	Microsoft <i>Internal</i>	Word 5.0 and 5.5 for DOS	Personal Systems Training Ltd
MS Access 7.0 Upgrade	Microsoft <i>Internal</i>	Works 2.0 for DOS	Personal Systems Training Ltd
Access Developers Toolkit 7.0	Microsoft <i>Internal</i>	Millennium DRW Report Writer	Lloyds TSB <i>Internal</i>
Microsoft Outlook	Microsoft <i>Internal</i>	NewWave, Support and Agent Task	Hewlett Packard
MS Exchange	Oxford Computer Training	Language	Ventura
Network Fundamentals	Microsoft <i>Internal</i>	Lotus Freelance	JW Associates
Programming MS Visual Basic 4	Microsoft World Wide Training	Top Class	JW Associates
OLE Custom Control Development	Microsoft <i>Internal</i>	Apple Mac	Format Interactive
PC Express Intermediate	Information Resources <i>Internal</i>	Focus Report Writing	Computacenter
Access 1.1 Upgrade and ADK	Microsoft <i>Internal</i>	Focus Intensive	Hoskyns
		Information Expert Basic Report Writing	Management Science America
Customer Passion	Microsoft <i>Internal</i>	Appreciation & Overview of Marketing	Lloyds TSB Management College
Call Handling Techniques	Microsoft <i>Internal</i>	Information Analysis Techniques	Lloyds TSB <i>Internal</i>
Time Manager	Time Manager International	Information Analysis Workshop	Lloyds TSB <i>Internal</i>



## Client List

A selection of clients I've worked with and related project information

### Coles Supermarkets Australia

Large scale project focused on store specific planograms for every Coles store in Australia providing users the ability to analyse and compare data across different outlets.

### Smiths Snackfood Company

Developed bespoke software used to analyse market data and trends then identify customer/profit opportunities.

### Supermercados Nacionales

Dominican Republic's largest supermarket chain. Consultancy work integrating SAP & space management software

### Waldo's Dollar Mart

Migration of planogram data to RDBMS and integration with existing enterprise systems

### Coca-Cola, Woolworths, Gillette, Cadbury Schweppes

Projects focussing on collection, analysis, presentation and distribution of retail data

Work with the following clients as a freelance independent consultant designing and implementing web sites, improving search engine rankings, setting up email systems, implementing dynamic web site content, designing UI elements for software and providing general technical support:

### Performance Management Services International

<http://www.performance.uk.net/>

An international leader in the field of management systems and auditor training with experience in a variety of management systems including environmental, quality and health and safety

### Relegen

<http://www.relegen.com/>

Worked with this Sydney based asset data management solutions company providing a wide range of UI elements to improve the look, feel and usability of their software.

### Tahiti Tourisme Australia

<http://tahiti-tourisme.com.au/>

Worked with Tahiti Tourisme adding dynamic content to their existing web site and improving search engine rankings.

### Tania Bowra

<http://taniabowra.com/>

Sydney based singer, songwriter and recording artist



## Interests

Personal interests and hobbies

Travelling, reading, creative writing, playing guitar and maintaining/restoring my vintage scooter.