

Harry Chappell

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Profile

Due to redundancy, I am looking for Website Developer roles in the Leeds area. With 10 years of web dev experience, I have amassed a wide range of skills from both agency and freelance roles. Always looking for opportunities to expand my skill set and work on exciting projects as part of a team.

Key Skills

WordPress (10yr)

HTML (9yr)

CSS & SCSS (8yr)

Adobe XD (8yr)

PHP (5yr)

VS Code (5yr)

UI/UX Design (5yr)

GitHub (4yr)

Javascript (4yr)

Figma (2yr)

JSON (1yr)

Experience

Website Developer – Bewonder*, Leeds – Oct 2022 - Sep 2025

- Refined process for building websites for retail centres, reducing the dev time from a budgeted 100 hours, down to average 15-20.
- Created a reporting section in an internal online survey tool, where users can create their own live reports, with charts and tables which can be exported in a branded PDF for client presentation.
- Created a process for monthly reporting to our clients. Creating graphs and dashboards using Agency Analytics and Google Sheets to sync and process data from social, web and other sources.
- Pushed the digital department to industry standard technologies like VS Code and GitHub, along with helping them integrate newer technologies like AI into their workflow.
- Introduced a process for keeping our sites up to date, while suggesting upgrades where possible to bring in additional work from our clients.
- Organised a series of training sessions, to give the non-digital colleagues an understanding of concepts like SEO and Accessibility.

Website Developer – Waxman Group, Elland – Jun 2020 - Jun 2022

- Managed a group of 9 websites, which included upgrading an eCommerce website running on Magento 2, to WooCommerce which tripled average monthly sales immediately after launch.
- Designed and built multiple new websites for new companies within Waxman Group, based of only a very minimal brand guideline.

Website Developer – HC Digital, Freelance – Nov 2017 - Current

- As a freelancer, I acquire and manage my own clients and projects. This means I'm responsible for the sitemap, content plan, wireframes, design, development and eventual launch of every website.
- There is also ongoing aftercare which consists of content updates, website hosting and backups through WHM and cPanel, domain management, and even email marketing.

Website Developer – Your Story, Leeds – Jan 2017 - Nov 2017

- This was where I got my start in web dev. I learnt the basic process for building a website from concept to launch, which I later refined and built upon.
- Client communication was a key skill required in this role, and I received a lot of positive feedback.

Marketing Executive – BluKo, Leeds – Jan 2012 - Apr 2016

- Worked both independently and as part of a small team, to bring the company's marketing to life. I worked on graphic design (both digital and print), website design and dev, email marketing, direct mail, and video. Most of these skills have remained with me throughout my career.

Education

Llanidloes High School

- A-Levels in Product Design & ICT
- AS-Levels in Maths & Physics.
- 12 GCSEs, including English, Maths, Physics, ICT, Business Studies & Resistant Materials

Apprenticeship

- Level 3 NVQ Certificate & Diploma in Business & Admin

Hobbies

In my spare time I attend a weekly pub quiz which I often host. I have been known to run a few corporate trivia quizzes in my time (perfect for the office Christmas party)! I've more recently been developing this into a game show style quiz, which includes a web app where teams can buzz in for fastest-finger rounds (and more features coming). I learn a lot from building this sort of thing rather than using a pre-existing service, especially when I have no budget, but plenty of time. I like the challenge.

Other hobbies include: tidying toys away, endless washing, sleeping on floors NEXT to beds, stressful long drives, baby shark, ear pain, half eaten cold leftovers and Bluey season 2 episode 26 on repeat.

References on request.

Thank you for your consideration.

Portfolio Highlights

OscarsChecklist.com



Following on from the above Hobbies section, in my spare time I have developed a website for users to mark which Oscar nominated films they've seen. It started out as a more niche version of Letterboxd, which was only intended for me and my friends, but in the first few weeks it had over 2,000 people create accounts!

It's still a work in progress, which I'm adding new features to consistently, such as a live scoreboard so users can compete with their friends during the ceremony. It's generated a small fan base which have sent me 10s of emails of positive feedback, donations, and even people requesting video calls to convey their appreciation and ask questions about the site and my plans for it.

TheSprings-Leeds.co.uk, CaledoniaPark.com, UnionSquareAberdeen.com



As mentioned in the Experience > Bewonder* section, these 3 websites are examples of the template I built. I quickly noticed at the start of my time at Bewonder* that the retail centres all had very similar functionality: They all had Stores, Events, Offers and more, all of which require



additional functionality like opening hours, start and end dates, and more. This would regularly eat up most of the site build time. My solution was to build a template that had all this functionality built in, which not only reduced build time for every site, it also allowed us to develop additional



functionality and improve performance which we wouldn't have otherwise had the budget to achieve. Overall this greatly increased our margins, allowing us to make more profit from the same price, while also providing additional value to the client.

ElizabethHattonPhotography.co.uk



I feel very proud to have worked on this site. This is a site I built as charity for the late Elizabeth Hatton as part of her bucket list. A smaller project that allowed me to show a more minimalist design to really focus on the subject matter.

WaxmanEnergy.co.uk, WaxmanCeramics.co.uk



What made these more than your standard eCommerce sites wasn't just the reliance on old versions of Magento, it was the large amount of products, categories and brands which changed weekly. Because of the frequency and scale of the changes, we knew it had to be automated.



So these sites have a connection to Microsoft Dynamics, which updates the sites regularly, using a cron job, with the current list of products, categories, attachments etc. And all of the site, including the menus, category lists and other elements on the site update automatically, reducing the need for what would be a lot of manual data input.

Because of the updated site designs, with best practices used for accessibility, SEO and performance, Waxman Energy tripled its sales income overnight!

Other Projects I'm Proud Of:



RoundhayTutoring.co.uk



DyffrynTrannon.powys.sch.uk



AgroecologicalHorticulture.co.uk



BeyondTheBoxSet.com