

Barry Richards



I'm a web designer, front-end developer and accessibility consultant, with a wealth of experience working on web interfaces. I've worked in various sectors, from public and third sector to charities, to commercial property, B2B and SaaS marketing.

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Full time positions

dxw

Designer / developer / A11y auditor
04/2022 — present

dxw is a digital agency for the public and third sectors. Working on websites and the digital transformation of legacy systems. I'm involved in the design, build, support and maintenance of WordPress websites for organisations in the space. I conduct accessibility audits to latest standards. I joined the Interaction design team to design a tool for the MoJ to find accommodation for prison leavers.

Mina UK

Designer / Digital Marketing manager
05/2011 — 06/2013

Working at Mina UK as a creative web designer and Digital Marketing Manager. I got the chance to immerse myself in the heavily aesthetic world of fashion.

Hamilton Brown

Designer / front-end developer
09/2020 — 08/2021

Hamilton-Brown is a full-service creative agency for global clients. Within the digital team, I designed and developed WordPress websites. I was involved in scoping, wireframing, developing and maintenance while keeping a relationship with clients. I designed a storefront for a firm that sells digital accounting tools and led the development through multiple releases over the course of about a year.

PixelScene

Designer
01/2010 — 04/2011

At PixelScene I worked on various landing pages and marketing material for UK athletics events and music festivals.

Stepladder

Front-end developer
06/2013 — 11/2015

Stepladder is a branding agency that specialises in the high-end commercial property market. Capturing the desirability of spaces and locations through strategic thinking and distinctive creative campaigns delivered to a very high standard. I worked collaboratively with the designers in the team to produce websites as part of marketing campaigns for high end commercial properties.

Theoretical skills

Experienced

- ◆ Accessibility
- ◆ Typography — pairing, type scaling
- ◆ Colour theory — use of colour in UI design
- ◆ Hierarchy, balance, white-space
- ◆ Responsive web design
- ◆ Layout, grid
- ◆ Semantics
- ◆ Modularity
- ◆ Brand integration

Practitioner

- ◆ User centred design
- ◆ Website architecture design
- ◆ Editor UX
- ◆ Sustainable coding practices
- ◆ UI pattern libraries

Technical skills

Experienced

- ◆ HTML
- ◆ WordPress & ACF
- ◆ CSS (SCSS) and BEM methodology
- ◆ Layout models — flexbox, grid and others
- ◆ SVG
- ◆ Vanilla JavaScript, DOM manipulation
- ◆ Git
- ◆ Tooling — NPM, Grunt, PostCSS

Practitioner

- ◆ Jekyll + Liquid
- ◆ Tailwind
- ◆ React
- ◆ VueJS
- ◆ jQuery
- ◆ Timber

Practical skills

Experienced

- ◆ Scoping and ideating with clients or colleagues
- ◆ Working with brand designers
- ◆ Conducting accessibility audits
- ◆ Integrating findings from UR sessions into design
- ◆ Responding to feedback, critique
- ◆ Using AI assistance tools

Practitioner

- ◆ Hosting design workshops
- ◆ Hosting user research sessions
- ◆ Hosting training sessions

Tools

- ◆ Photoshop, XD, Illustrator, InDesign
- ◆ Mailchimp
- ◆ VS code, Cursor
- ◆ Figma, Sketch
- ◆ Github
- ◆ Docker
- ◆ Stripo
- ◆ Zapier

Freelance positions

Fat Beehive

Designer / front-end developer
10/2018 — 02/2019

Fat Beehive are a digital agency, mainly serving the charity sector. I was involved in the site architecture, look and feel design and development of several websites in the space, including the British Academy, Chevening and Croydon Pride.

Geckoboard

Designer
05/2018 — 08/2018

Geckoboard produce desktop and TV dashboards to display key performance data from a wide range of sources. Aimed for all kinds of performance driven environments. I worked on the main product website, and various marketing campaign landing pages.

Recipe

Designer / developer
12/2017 — 01/2018

Recipe are an advertising agency. I worked on their advertising marketplace web app, linking companies looking for ad space with advertising networks. Involved in the discovery phase, wireframing and mockups.

Shelter UK

Designer / email automations
04/2017 — 11/2017

Working within the digital and marketing teams, I was involved in the design of landing pages and email campaigns using the brand guidelines. I also did some email campaign workflow builds to mailing list members, and front-end work on the main website, addressing support requests.

Helpful Digital

Designer / developer
04/2016 — 01/2017

Helpful do training and web builds for government initiatives and charities. I designed and built various websites including a government owned property company and a fund for tech startups in Africa. I also worked on various digital tools Helpful use for crisis training.