

ADAM ROWAN

Web Developer | Customer Support | Instructional Designer

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British & Irish citizen – full right to work in the UK and Ireland, no sponsorship needed



PROFILE

Full-stack web developer with 5+ years building websites, web apps and online learning for universities, global banks and online businesses. I design, build and maintain sites end to end in PHP, Laravel, JavaScript, React and WordPress, including my own platform, Bookshelfie. Experienced in customer support by email, phone and online, and in writing clear content and documentation. Also a Lead Instructional Designer with an MA in Technical Communication & E-Learning and hands-on skills in Articulate 360, Adobe Captivate, SCORM/xAPI and LMS administration. Fluent in French; have lived in eight countries.

KEY SKILLS

Web development: HTML5, CSS3, JavaScript (ES6+), PHP, Python, SQL, Laravel, Django, React, Next.js, Vue.js, Node.js, Express, REST APIs, MySQL, Git, Docker, Linux

WordPress & e-commerce: custom themes and plugins, WooCommerce, Elementor, Shopify, Stripe, PayPal; hosting on Cloudflare, Netlify and cPanel

Design & content: UX design, wireframes, responsive and mobile-first design, WCAG accessibility, SEO, technical documentation, UX writing, plain English

Customer support & CRM: email, phone and online support, client relationship management, Salesforce, HubSpot, Microsoft Dynamics 365

Instructional design: needs analysis, course design, adult-learning principles, microlearning, scenario-based and blended learning, assessment

Authoring & LMS: Articulate Storyline & Rise 360, Adobe Captivate, iSpring, H5P, Camtasia, Vyond, SCORM/xAPI, Moodle, Canvas, Blackboard, Docebo, TalentLMS, LearnDash

Languages: English (native), French (fluent, C2), Spanish (conversational), Japanese (basic)

EXPERIENCE

Lead Instructional Designer – *Hely Hutchinson Training, Dublin* Mar 2024 – Present

- Lead instructional design projects for global banking clients from needs analysis through to final delivery.
- Design sales-enablement and presentation-skills programmes, managing several client projects and stakeholders at once.

Founder & Web Developer – *Bookshelfie (part-time, remote)* Sep 2024 – Present

- Built and run Bookshelfie, a database-driven web platform for discovering self-published books, alongside full-time work.
- Own product, content strategy, front-end and back-end development, payments and audience growth.
- Built and maintain other sites end to end, including Postscript (post-script.app), and developed custom WordPress themes and plugins.

Content Officer, Website & Customer Support – *Gamecardsdirect, Netherlands* 2022 – 2024

- Provided customer support by email, phone and online, resolving queries quickly and keeping customers informed.
- Maintained the website and wrote SEO-optimised product content across a large online catalogue.
- Wrote and published an e-learning course on advanced SEO strategy for internal and client use.

E-Learning Developer – *Maynooth University* 2020 – 2022

- Built accessible, SCORM-compliant e-learning modules for students with disabilities, following WCAG guidelines.

Earlier roles

- **Web Developer Intern**, Galerie Martynoff, Paris (2022–2023): front-end and back-end development, responsive design and testing.
- **E-Learning Intern**, Synergy Learning, Dublin (2022) • **Undergraduate Tutor**, Maynooth University (2020–2022)
- **Editor & English Teacher**, self-employed (2020–present) • **Intern**, Gartlan Furey and Bank of Ireland, Dublin (2017)

EDUCATION

Full-Stack Web Development Bootcamp – *Le Wagon, Paris* (HTML, CSS, JavaScript, Ruby on Rails, Git) 2023

MA Technical Communication & E-Learning (Instructional Design) – *University of Limerick* 2022 • 2.1

BA Philosophy & Business Studies – *University College Dublin* 2020 • 2.1

CERTIFICATIONS

- Certified Web Developer – International Web Association
- UX Design Certification – Nielsen Norman Group
- Google UX Design Professional Certificate – Google
- Google IT Support Professional Certificate – Google
- HubSpot Inbound & CRM certifications – HubSpot Academy
- Articulate 360 & Adobe Captivate training certificates
- Advanced Python Programming Certificate