

# David McDonald

Freelance Web Consultant at Department of Innovation, Industry and Regional Development  
info@davidmcdonald.org

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## Summary

Based in Melbourne, Australia, David is a freelance web consultant with over 10 years of experience. He specialises in creating clean, usable websites using web standards such as XHTML and CSS, and building web sites using open source CMS technologies such as WordPress.

As well as working with many design agencies and companies in Australia, David also successfully works remotely with clients in the UK and the USA. David's clients have included BHP Billiton, The Hiser Group, Melbourne IT, Sensis, Boomworks, Victoria Online, Eclipse Group, Vision Australia, Defence Science & Technology Organisation, Mkyi, Information Victoria, Spin Communications, Ocean Software, Skills Media and many others.

All David's work is valid, cross browser compatible, standards compliant XHTML/CSS and meets W3C WCAG Accessibility requirements.

David is also a member of:

- \* Web Standards Group
- \* Web Industry Professionals Association (WIPA)

## Specialties

XHTML, CSS, interface design, usability, accessibility, W3C standards compliance, web standards, WordPress, SEO, website design, website development

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## Experience

**Freelance Web Consultant at Department of Innovation, Industry and Regional Development**  
June 2009 - Present (5 months)

David works with Department of Innovation, Industry and Regional Development on an ad hoc basis, helping them to develop and design various web projects, both internal and external.

This has included development and customisation of open source software tools such as WordPress and OS Commerce, XHTML/CSS template development and visual design concepts for public facing sites.

**Freelance Web Consultant (Owner) at Never Run Out Aust Pty Ltd**  
January 1998 - Present (11 years 10 months)

I build standards compliant, accessible XHTML and CSS websites and interfaces, as well as manage various web development projects for clients. I also sub-contract for many web design companies both here in Australia and in the UK and USA.

Some of my clients have been BHP Billiton, The Hiser Group, Melbourne IT, Sensis, Dept of Treasury and Finance, DSTO, Eclipse Group, Dept of Innovation, Industry and Regional Development, Boomworks and many other small to medium businesses.

*4 recommendations available upon request*

### **Freelance Web Consultant at Defence Science and Technology Organisation**

May 2009 - October 2009 (6 months)

Working with The Hiser Group, David developed and managed the creation and implementation of an internal daily news content management system for DSTO's 1000 + users.

David did this using a customised version of WordPress, enabling users to access the WordPress CMS using their Windows logon, submit news content and events for approval by administrators and view news content categorised by internal divisions.

### **Freelance XHTML/CSS Developer at Boomworks**

January 2009 - August 2009 (8 months)

Boomworks contracted David to produce standards compliant XHTML/CSS for various projects, including:

- Telstra Business Search
- Telstra Business Shop
- NRL Email Marketing Campaign
- ING website redesign

### **Freelance WordPress Developer at TV Tonight**

September 2008 - October 2008 (2 months)

TV Tonight, the most popular TV blog in Australia, employed David to redesign their website, improve admin work flow and move from a hosted Blogger platform to a self hosted WordPress platform.

A highly customised WordPress install was built and deployed, and 1000s of posts and comments were successfully imported from Blogger to the new WordPress install.

The new design presented a home page to users that enabled them to explore the categories, posts or archives of their choice, along with updated post pages that allowed easier commenting and a simpler navigation structure. Work flow was also made easier and more intuitive for the site administrator.

## **Freelance Website Developer & Project Manager at CSIRO**

December 2007 - August 2008 (9 months)

CSIRO contracted David to build a web based application, called 'Your Development', which is a meeting point for builders and developers who are concerned with sustainable building practices.

David built a team consisting of a graphic web designer, a front-end XHTML/CSS coder (himself) and a PHP developer in order to build the application. David managed the team remotely, managed expectations and regularly reported to the client with progress.

## **Freelance XHTML/CSS Consultant at The Music Page**

July 2008 - July 2008

The Music Page asked David to build XHTML/CSS templates for the new design for their website. He worked closely with them for four days to create around 15 different standards compliant, XHTML/CSS templates.

*1 recommendation available upon request*

## **Freelance XHTML/CSS Consultant at Spin Communications**

2007 - 2008 (1 year)

*1 recommendation available upon request*

## **Freelance XHTML/CSS Consultant at Feedcorp Pty Ltd**

2007 - 2008 (1 year)

## **Freelance XHTML/CSS Consultant at Sensis**

July 2007 - September 2007 (3 months)

David was contracted to build 44 standard compliant XHTML/CSS templates, based on design concepts. The templates were for a web based, customer self-service application (SSEP).

## **Freelance XHTML/CSS Consultant at Chillabyte Pty Ltd**

July 2007 - September 2007 (3 months)

David built standards compliant XHTML/CSS templates, based on design concepts supplied by Chillabyte, for a commercial web application.

## **Freelance XHTML/CSS Consultant at Rain Design**

February 2007 - June 2007 (5 months)

Rain Design engaged David to build accessible, standards compliant XHTML/CSS templates, based on the interface design concepts they had produced for the new Victorian State Government transport ticketing system (Myki) website.

*1 recommendation available upon request*

## **Freelance XHTML/CSS Consultant at The Hiser Group**

May 2007 - May 2007

David was contracted to build standards compliant XHTML/CSS templates, based on design

concepts supplied by Hiser Group, for a commercial banking application.

### **Freelance Web Designer at Melbourne IT**

April 2007 - April 2007

David was asked to provide design concepts and build XHTML/CSS templates, using WordPress as a content management system, for a Melbourne IT newsletter website.

### **Freelance XHTML/CSS Consultant at Sensis**

November 2006 - December 2006 (2 months)

David was contracted to build XHTML/CSS templates, based on a design supplied by Sensis, for an internal advertising booking tool.

*1 recommendation available upon request*

### **Web Designer at BHP Billiton**

April 2001 - December 2006 (5 years 9 months)

- Built and maintain front end for BHP Billiton website (<http://www.bhpbilliton.com>) using W3C standards compliant CSS & XHTML

- Built and maintain front end for BHP Billiton Global Intranet using W3C standards compliant CSS & XHTML

- Web consulting services for BHP Billiton Investor Relations and other BHP Billiton business groups

### **Freelance XHTML/CSS Consultant at Victoria Online**

September 2006 - November 2006 (3 months)

David was asked to implement a new design and code structure for the Victoria Online Government contact pages, as well as fix cross browser issues that existed in the current site.

### **Contract Web Designer at Self Employed**

1997 - 2001 (4 years)

Working through agencies, David took on numerous short and long term web contracts for both large and small companies in Melbourne.

*1 recommendation available upon request*

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## Education

### **The Internet**

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## Interests

technology, web design, internet, web 2.0, digital photography, travel, reading, current events

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## 9 people have recommended David

"I would recommend David's work without reservation. Not only did he provided the highest quality of compliant output - on time and on budget, but brought a perspective of standards to the project."

— **Shayne Hare**, was David's client

"From the moment David sat down to work on our new website designs we knew we were in the presence of a master! His work was exceptional in his meticulous attention to detail and his wealth of knowledge on producing standards compliant websites. David worked quickly and efficiently and was a pleasure to have around. I could not recommend him highly enough."

— **Paul Evans**, was David's client

"From the moment David sat down to work on our new website designs we knew we were in the presence of a master! His work was exceptional in his meticulous attention to detail and his wealth of knowledge on producing standards compliant websites. David worked quickly and efficiently and was a pleasure to have around. I could not recommend him highly enough."

— **Paul Evans**, was David's client

"David has outstanding experience in web design, in general, and web standards, in particular. I commend David for his ability to understand what's necessary to achieve the best balance between business goals and user needs through good interface design."

— **Renato Feijó**, *Senior Consultant, The Hiser Group*, was with another company when working with David at Never Run Out Aust Pty Ltd

"I've been fortunate to work with David on the BHP Billiton Intranet project a few years ago and again as his client at Sensis. He sets the right expectations, works efficiently and delivers on time. His ability to prepare standards compliant XHTML/CSS and all page resources that accurately reproduce design concepts gives us great confidence in the development process and final product quality."

— **David Powlett**, was David's client

"I initially sought David on advice of a friend as a very high calibre Front End Developer with

Accessibility skills. Since then I have worked on a number of projects with David and found his skills first rate and the speed of completing projects extremely good. Right from the start I was able to bring David into meetings with my clients having full faith in his abilities and manner. His processes and project management is also exemplary and always maintains a professional approach. Very personable and always easy/flexible to work with."

— **Ross Lindsay**, was David's client

"David is one of the most efficient people I have ever worked with. He set timelines and kept them enabling me to meet an extremely tight deadline. I was informed on every stage of the development of the project. The standard of his work is excellent and I will definitely be using his services again. I recommend David very highly."

— **Jackie Reid**, was David's client

"Through a series of e-mails David McDonald developed a project plan and price estimate that fit our company's web development requirements. David provided regular previews of his work and complete documentation on his efforts. I have been pleased with his work ethic, his performance on our project, and the quality of his work. I hope to work with David McDonald again on our next project!"

— **Robb Duke**, was David's client

"David McDonald was instrumental in moving BHP Billiton to web standards - which made it one of the first major Australian sites to go full CSS. He is an excellent standards based designer and coder/developer - an early adopter in the web development field. David also works tirelessly for the web development community. He has been a principle organiser for the Melbourne Web Standards Group."

— **Russ Weakley**, was with another company when working with David at Never Run Out Aust Pty Ltd

[Contact David on LinkedIn](#)