

**Karl Carpenter** Ph: 0457 079 518 [karl@mousebuilt.com.au](mailto:karl@mousebuilt.com.au) [karlcarpenter.com](http://karlcarpenter.com)

**Skills** **Website Development / Coding** Shopify Liquid, Lamp Stack, HTML5, CSS3 + animation, JavaScript, Smarty and more. I've been coding as a hobby since I was 12 years old and professionally since 1988.

**Shopify Plus** Cart / Theme / Checkout customisation, custom discounting, Shopify Flow, Shopify Scripts, Shopify POS experience, Private app development (LAMP Stack), Shopify REST Admin API. I've been an official Shopify Partner since 2010.

**WordPress** Plugin and theme development. I've been a regular WordPress user since around 2007. I have a [theme published](#) on the official WordPress website.

**Graphic and Web Design** Passionate about UI / UX design, Adobe Suite, Lightwave 3D including character animation, 2D and 3D, particles and visual effects. Logo design and more. My [animation showreel](#) showcases work produced between 1998-2004. I made the music in Acid Pro.

**Marketing** Experienced in SEO and Page Speed optimisation, (ex Google Analytics Certified) and PPC advertising. Back in the 1990s I worked with advertising agencies (Ogilvy, Saatchi etc. ) on national TV and cinema campaigns for brands like BMW, Accor Hotels, Channel 7 and iPrimus.

**Personal** No personality clashes or interpersonal issues. Progressive, *deeply* egalitarian and pro-diversity. Able to accept criticism, admit mistakes and learn from others. Can communicate effectively with human beings (unusual for a developer!)

**History** **Knobby Underwear** [knobby.com.au](http://knobby.com.au) Lead web developer. March 2019 - May 2022

Responsibilities: Custom build pages, to match layouts produced from the design team, internal IT, private apps, custom coded checkout modification, discounting with Shopify Scripts. **Highlights:** Migrated the company website from WordPress to Shopify Plus. Migrated Subscriptions from Chargify to native Shopify subscriptions. Custom-built automated gift subscription solutions for both WordPress and Shopify Plus. Gift subscriptions were previously a manual process.

**Kook Multimedia** [kook.com.au](http://kook.com.au) Senior Full-stack LAMP developer, and SEO. March 2016 - March 2019

Dev work, SEO, new site builds, hacked website restoration, WordPress plugins and themes

**Highlights:** Management of 30+ SEO clients including Kook's on website. High profile clients included Videopro, Peregian Springs, AIB Insurance, Vantage Homes and Beds 'n Dreams

**Mousebuilt** [mousebuilt.com.au](http://mousebuilt.com.au) March 2009 - now (home-based business)

Self-employed share trader (and traveller) : April 2004 - March 2009

**Graphic Design Manager – Icons IHG.** September 1998 – April 2004

Now [www.blufi.com.au](http://www.blufi.com.au). Managed a department of five staff. Project management, department budgeting, technical consultation, page layout, animation. **Highlight:** Sole responsibility for the content of \$250k Kuranda Scenic Railway commentary system. Previously, commentary was spoken live by train staff. The new system was GPS triggered with professional narration and historical footage and animation. Liaised with Queensland Rail senior management and coordinated a team of designers to produce an hour of visual and audio content including multilingual commentary.

**Animator - Planet X Studios.** Jan 1998 – September 1998.

Parent company [www.digital.com.au](http://www.digital.com.au). Ad agency and client liaison, layout, design and animation for TV and cinema advertising. Transfer of digital video to 35mm film for cinema ads. Worked with tight deadlines and high turnover.

**Highlights:** Design, layout and animation for BMW and Chupa Chups national cinema ads. Design, layout and 3D modelling / animation for Primus and Australian Physiotherapy Association national TV ad campaigns.

**Graphic Operator - Club Video. Warana.** May 1996 – July 1997.

Company went into administration, then re-started as Icons IHG and re-hired me just over 12 months later (details above) Graphic design, 2D and 3D animation plus page layout and design for point-of-sale video systems.

**Graphic Artist - [www.multiscreen.biz](http://www.multiscreen.biz)** September 1988 – May 1996 & July 1997 – January 1998

2D animation, page layout & design for POS video systems & video jukeboxes running on Commodore 64 motherboards..

**Highlight:** SA Lotteries results display system on vertical plasma screens installed at Rundle Mall store.