

Umair Yaquooob  
13001222  
Year 3  
Bsc Website Development

### **Pddp Report**

**Personal development:** Since being at Manchester Metropolitan University I have changed as an individual. In year 1, I was less confident and shy to meet new people and adapt to a new environment as I was living away from home. Over the years of being at Manchester Metropolitan University I have become more confident, I have picked up many skills, which I did not have to start off with.

I have met multicultural individuals while studying on the course, which gave me a better understanding of different cultures. Personality skills I have picked up on are communication, team working, time management, listening and leadership. Technical skills I have picked up on are HTML5, CSS3, PHP, JavaScript and Adobe Photoshop. I've taken an online personality assessment test at 16 personalities. (<http://www.16personalities.com/>)

Fig 1 in the appendices shows the evidence of the results. Also I have taken a skill set test at Career One Stop. (<http://www.careerinfonet.org/skills>)

Fig 2 in the appendices shows the evidence of the results.

**Academic development:** Over the three years of studying at Manchester Metropolitan University, I have improved academically in the work that I have done for the tutors. My knowledge in my chosen career, once I have graduated has broadened by reading different ranges of resources from academic books, articles, blogs written by professionals who know about the industry that I am intending to go into once I have completed my degree.

Also I do a lot of concrete research and gather valid information that would help me towards the assignments that I have been undertaking over the last three years. The main thing is that I know how to cite properly when I am providing evidence to back up what I am trying to say in my work, this type of skill I did not have at the start of my first year, so I am very grateful to all the tutors that have given advice on how to write a proper academic piece and following the MMU Harvard references guidelines.

Fig 3 in the appendices section shows evidence of me engaging with my personal tutor after our first meeting for year 3.

**Professional Development:** Throughout University life, over the three years I have engaged really well with potential employers in the industry. I have attended to well-known events outside university such as Manchester front-end north and Manchester Fred.

Fig 4 in the appendices section shows evidence of me engaging on twitter with the organiser of Manchester Fred.

During summer 2014, I did an internship with an independent digital agency called Shaz Designs working on my web development skills.

Fig 5 in the appendices section shows evidence of a reference from Shaz Designs on how well I did the job required during the internship.

To improve my skills even further to stand out from the crowd, I have been during extra studying outside university by using the well-known digital online tutorial Lynda, the skills I have been

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working on are towards the job careers I would like to go into once I graduate. They are the following Website Development, Project Management and UX Design.

You can take a look at my professional LinkedIn profile (<https://uk.linkedin.com/pub/umair-yaquooob/25/a17/638>) all the certificates I have gained for learning new skills from Lynda are on there.

Fig 6 in appendices section shows evidence of me gaining certificates on Lynda for doing courses that would improve my knowledge and skills to be notice by future employers.

Throughout second year of university I have tried very hard to engage with employers for either a paid summer internship or a placement year. I had many interviews with big companies like BBC, Capgemini and AT&T. Even though I did not get the internship or placement, all the companies had good words to say about me as a candidate

Fig 7 in the appendices section shows feedback I received from BBC after my face-to-face interview.

I follow a lot of well-known people within the digital industry on twitter; the likes of Simon Owen, Andy Clark, and the list can go on, to keep up to date with news, jobs and tips. For example Richard Eskins is very good to follow; he is always tweeting about events, tips and jobs related to students future careers.

Fig 8 in the appendices section shows evidence of me following Richard Eskins twitter profile.

LinkedIn is very good at showing your skills to professionals; they have a skills section in your profile and allow other users to endorse you on the same skills they share with you.

Fig 9 in the appendices section shows evidence of the top skills endorsed with other users on LinkedIn.

Regularly, I check for latest internships and graduate schemes on popular job boards such as graduate jobs and milk round. Also I am registered to MMU careers service and I get regular notifications via email about internships and graduate schemes.

Fig 10 in the appendices section shows evidence of receiving jobs notifications from MMU careers service.

For the final year project I am working closely with well-established independent digital agency called Mars Spiders who are based in central London. At the same time doing a final year project for university, I am also gaining valuable work experience that would make me stand out at the end of graduation.

Fig 11 in the appendices section shows evidence of me having conversion on LinkedIn with David Oslan the CEO of Mars Spiders.

Throughout the final year on my course, I was lucky enough to have individuals from the industry coming in to talk to me and other students about relevant topics around my career. They shared their insights, advice and tips for me to take on board to apply in my projects, especially in UX and Agency ready.

Fig 12 in the appendices section shows evidence of me engaging with a guest speaker on LinkedIn.

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**CV:** A review is done by Hanna Armitage who is my manager at my part time job at Next. This is what Hanna said about my skills-based CV.

“The CV is to a very high standard very informative of your skills. The one thing I feel you need to put in is how amazing you are with team work and working as an individual, you haven’t given enough detail such as if someone is new to a work place you would take it upon yourself to help in any means possible without being asked to help with training them showing the tasks and how to complete them to the expected standard. You would also use your initiative to complete tasks without a manager asking you to do so.”

Fig 13 in the appendices section shows evidence of my skill-based CV.

**Future plans:** My future plan after graduation, is of course to get onto a graduate scheme with big corporate companies or work for digital agencies, either in Birmingham, Manchester or London. The type of careers I would like to go into is either Project Management, Website Development and UX Design. The way I will achieve this is by keep on learning new skills and doing extra courses to enhance my knowledge in my job fields, for example if I go the project management route, I would do online learning and exams to be awarded with Prince 2 and Agile Management certificates. After gaining enough experience in the industry, whether that be 3, 5 or 10 years I would like to set up my very own digital agency with my brother either in the UK or abroad.

Fig 14 in the appendices section shows evidence of a gantt chart on how I will achieve my goals.

**Personal and Professional Resources:** These are my personal selected resources I found useful while researching around what is required in my future career once I graduate:

**Webiste(Online Self- Learning):**

Online tutorials I really liked and help me push my skillsets even further are lynda (<http://www.lynda.com/>) and treehouse (<http://teamtreehouse.com/>). The authors on these online tutorials are amazing and they explain web languages and technologies in-depth. These have been one my key sources to learn new skills.

**Books:**

**Frian, B. (2012) *Responsive Web Design with HTML5 and CSS3*. Birmingham: Packt.**

This book is around responsive design in HTML5 and CSS3. The author explains in simple forms how to perform responsive design in your work flow for example websites. It’s a great book to refer back to even if you are really advanced when it comes to responsive on the web.

**Marcotte, E. (2011) *Responsive Web Design*. New York: A Book Apart.**

This book is about responsive web design and it goes more in-depth about flex box and grids, which is a neat way of getting your websites to be responsive. Also this book gives clear understanding of what is required when doing responsive with flex boxes, which help me with my major projects .

**Cederholm, D.(2013) *Sass For Web Designers*. New York: A Book Apart.**

This book help me learn and understand about Sass. I knew briefly about Sass, as I been reading around this area. But when I came across this book, it cuts out the unnecessary stuff other writers write about. This books is straight to the point, even a non technical person would understand what Sass is after reading this book. I’m thinking of giving Sass a go in my future project for Agency Ready.

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**Wroblewski, L. (2011) *Mobile First*. New York: A Book Apart.**

Mobile First approach can be tricky for beginners. The book goes straight to the point about mobile first approach. I recommend this book to anyone who is going into the web development field as this book gives a clear understanding of how to approach mobile first in a simpler way to your websites. This helped me a lot for my projects.

**Maria, J. (2014) *On Web Typography*. New York: A Book Apart.**

The author gives an in-depth detail about how to approach web typography on web. For many of us this stills an issue. My worries about typography were over, once I came across this book, as this is so clear to understand. This really helped me up my game with using nice fonts in my projects, it makes a difference towards your work.

**Krug, S. (2010) *Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems*. Berkeley, CA: New Riders.**

This book gives a clear understanding of procedures and methods to follow and use, so that you have a successful project at the end, that you have followed the required standards for your website to be usable. I used methods stated in this book and apply them to my second and third year projects.

**Layton, M. (2012) *Agile Project Management For Dummies*. Hoboken, NJ: John Wiley & Sons.**

This book gives a clear understanding of Agile Project Management. This is my favourite methodology. I have had many successful projects by using this methodology.

**Newton, R. (2006) *Project Management Step by Step: How to Plan and Manage a Highly Successful Project*. Pearson Education Limited.**

This book gives a great insight on how to manage a successful project. Also it explains and gives a clear message of what is required in project management. I used some tips and methods from this book to apply in my project management projects.

**Jesmond, A. (2012) *Smashing UX Design: Foundation For Designing Online User Experiences*. Chichester: Wiley.**

This book explains in-depth about what is required in UX design from research all the way to evaluation. The book is currently helping me towards my UX design unit in final year.

**Chacon, S and Straub, B. (2014) *Pro Git*. 2<sup>nd</sup> ed. New York: Apress.**

This book is an advanced level around Git. It's recommended that as a web developer you should know how to use Git as it's highly used in the industry. It's helped me understand about Git and how to use Git for my personal use.

**Ullman, L. (2012) *PHP and MySQL for Dynamic Web Sites*. 4th ed. Berkeley, CA: Peachpit Press.**

This book is great to learn about PHP and MySQL. It covers the basic to advanced elements around these programming languages. It's helped me towards my web programming projects.

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**Duckett , J. (2011) *HTML&CSS design and build website*. Indiana: John Wiley & Sons, Inc.**

This book is great for starting of your web development journey. It has everything you need to know about HTML and CSS. It's help me throughout my projects.

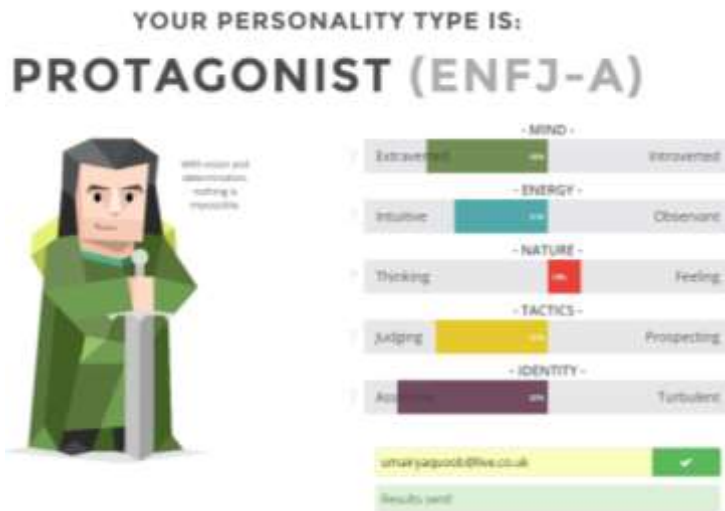
**Duckett, J (2014). *JavaScript & JQuery interactive front-end web development* . Indiana: John Wiley & Sons**

This book is required for JavaScript and JQuery. John Duckett explains these web languages so well, this language is required for interaction on websites. I have been using this book to apply methods into my website projects.

**Word count: 1915**

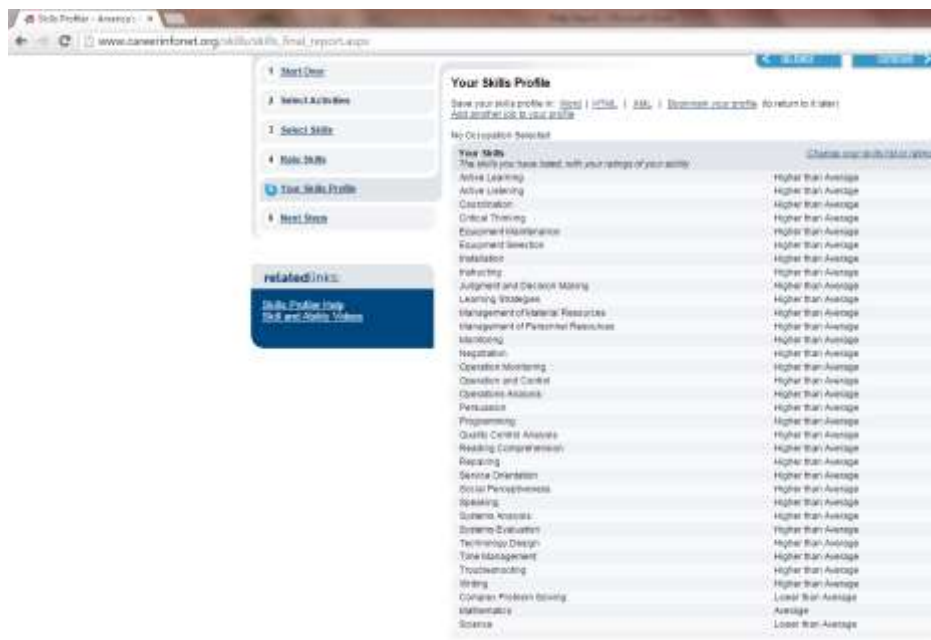
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**Appendices:**

**Fig 1:**



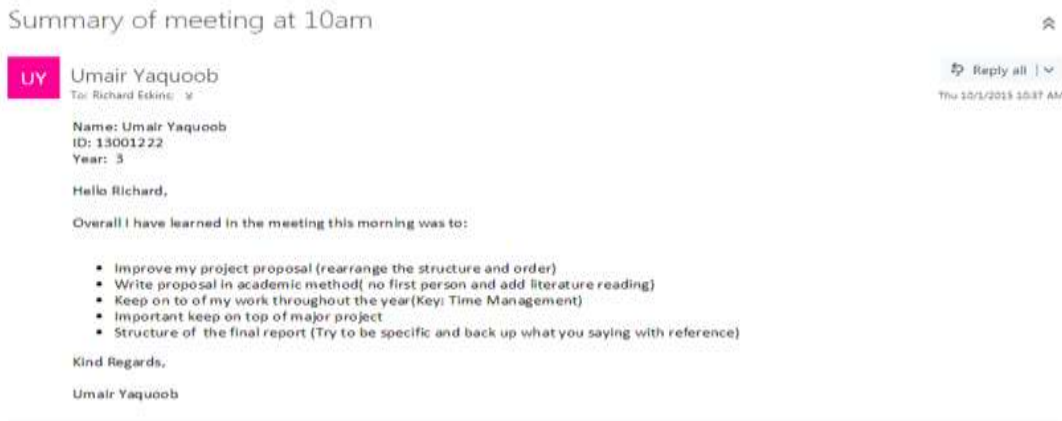
**Fig 1:** Completed personality test online at 16 personalities.

**Fig 2:**



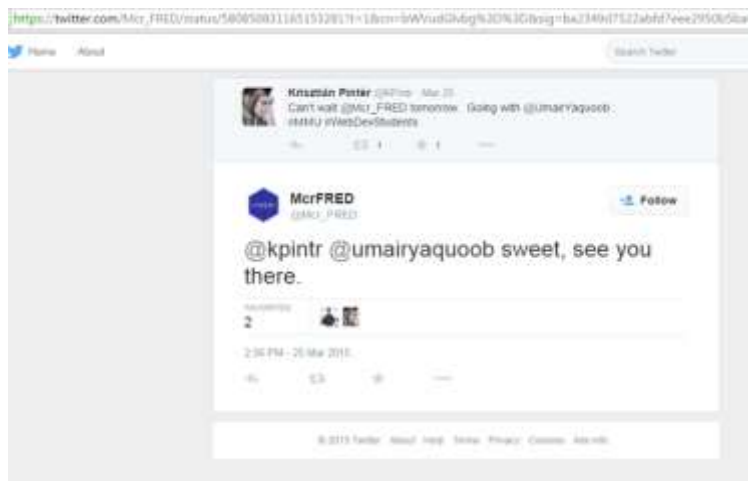
**Fig 2:** Completed skillset test online at Career One Stop

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**Fig 3:**

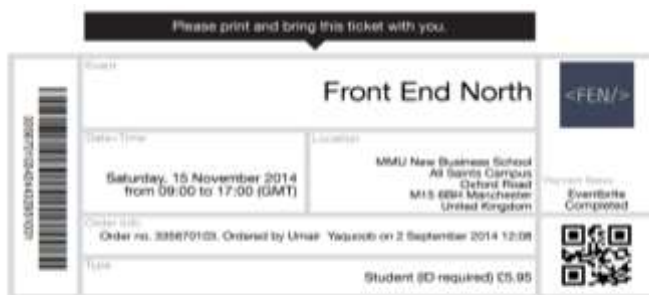


**Fig 3:** Evidence showing summarisation of overview of what went on in my first personal tutor meeting of year 3.

**Fig 4:**



**Fig 4:** shows evidence of me engaging with Simon Owen the organiser of Manchester Fred. Front End North ticket evidence.



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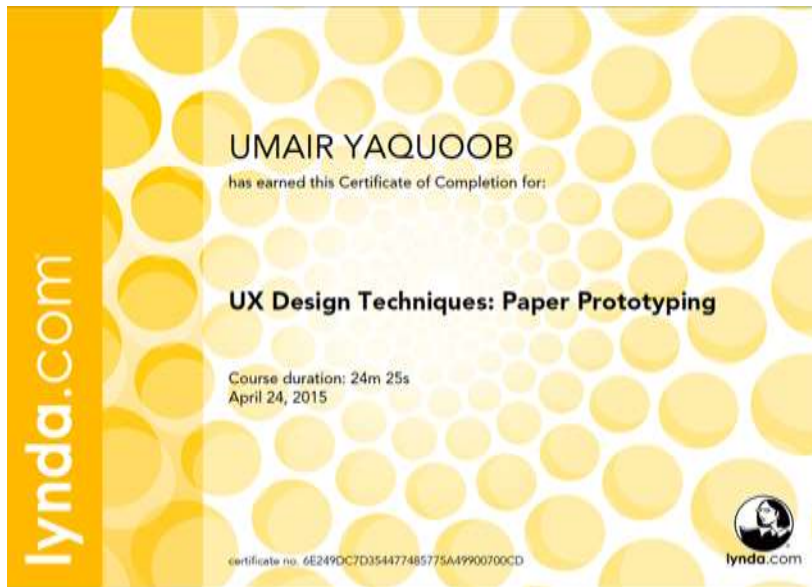
Fig 5:



Fig 5: shows evidence of shaz designs reference to Umair Yaquooob.



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**Fig 6:**



**Fig 6:** shows evidence of me doing extra online courses on Lynda to improve my knowledge and skills even further.

**Fig 7:**



Dear Umair Yaquooob,

The panel thought you were a great interviewer, you demonstrated all of the personal skills (communications and self management) they want in a candidate. Unfortunately your JavaScript answers did not demonstrate the required level of JavaScript knowledge that a candidate needs for the role. The panel came away from the interview thinking that they had just spent an hour chatting with someone who is going to be an excellent manager someday. They think you would be best suited in a business analyst role within a F.M. (Future Media) team and suggest that you apply for these once you graduate.

Thank you again for your interest in this role.

Yours sincerely

The BBC Recruitment Team  
Telephone: 0370 333 1330  
Text Phone: 028 9032 8478  
Fax Number: 02890 444151  
Email: [recruitment@bbc.co.uk](mailto:recruitment@bbc.co.uk)

[www.bbc.co.uk/careers](http://www.bbc.co.uk/careers)

**Fig 7:** shows evidence of feedback from the BBC after my face-to-face interview with them.

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Fig 8:

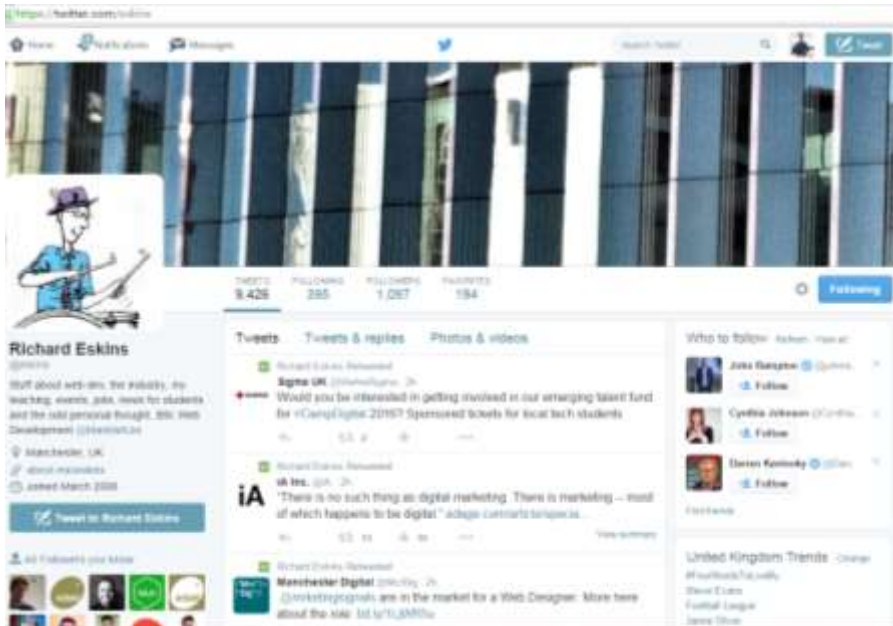


Fig 8: shows evidence of me following Richard Eskins twitter profile to keep up to date with the digital industry.

Fig 9:

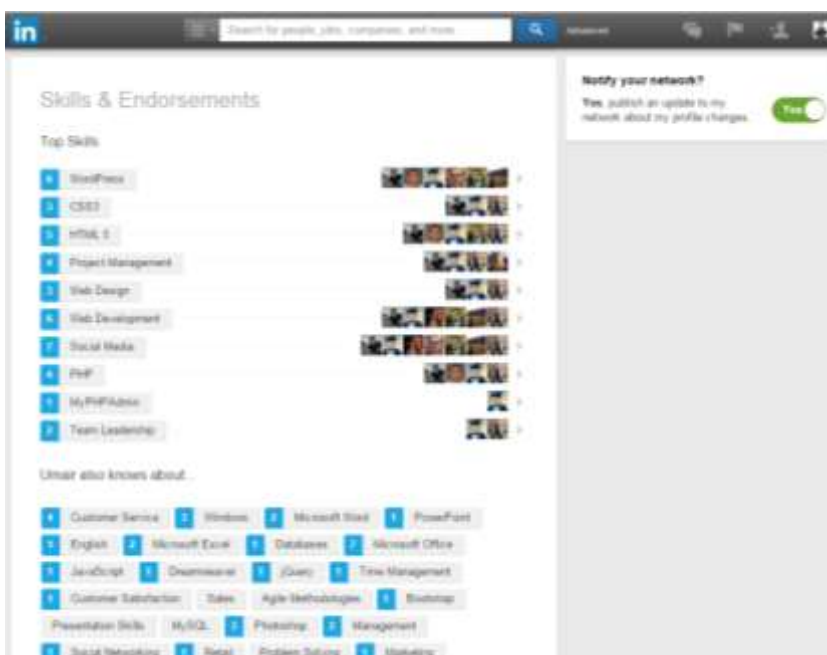


Fig 9: shows evidence of users endorsing with the same skills they have as me on LinkedIn.

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Fig 10:

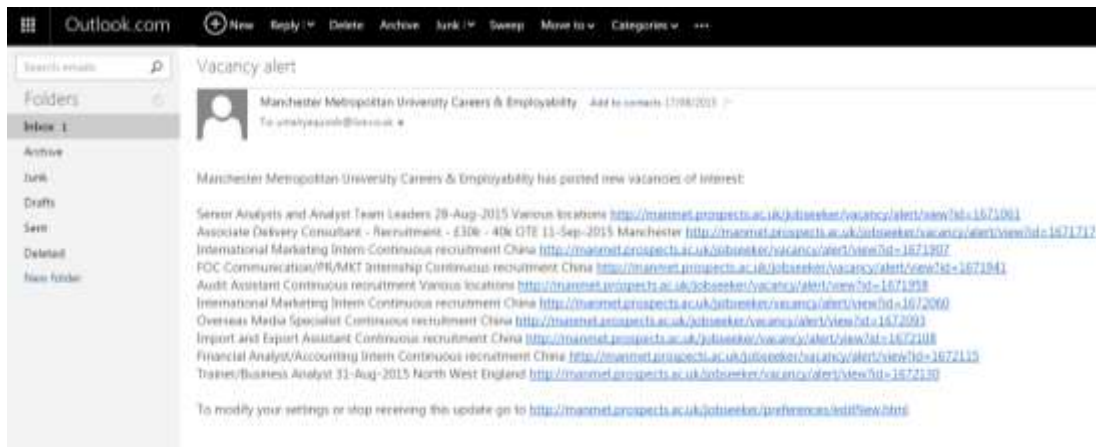
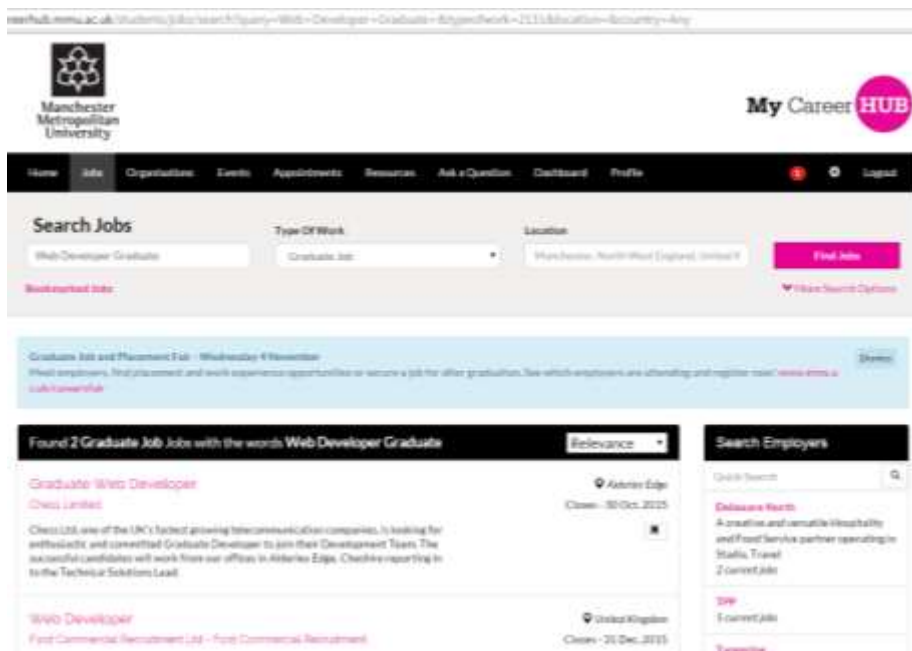
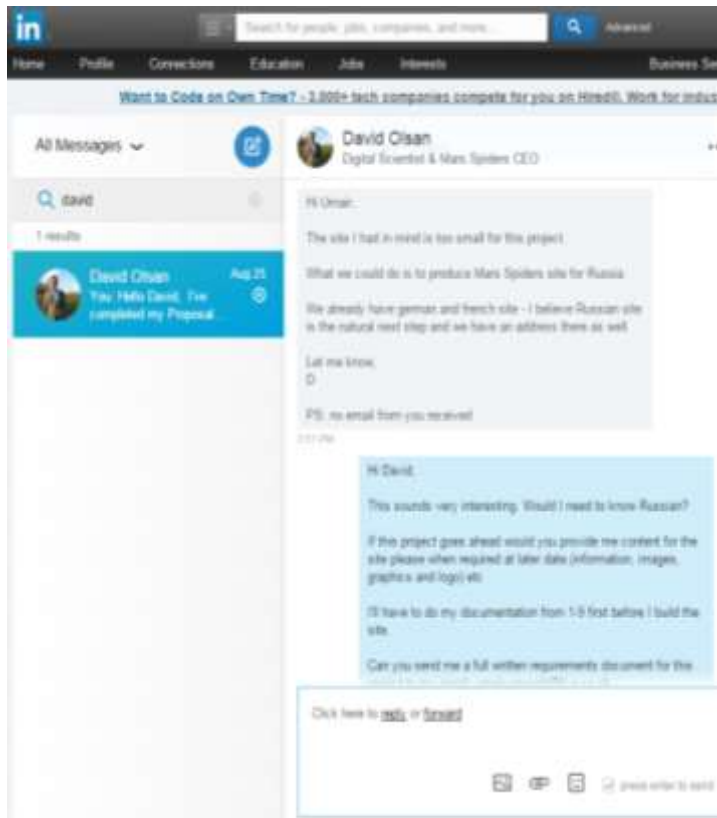


Fig 10: shows evidence of me receiving regular vacancy alerts from MMU Careers Service and using careers services online.

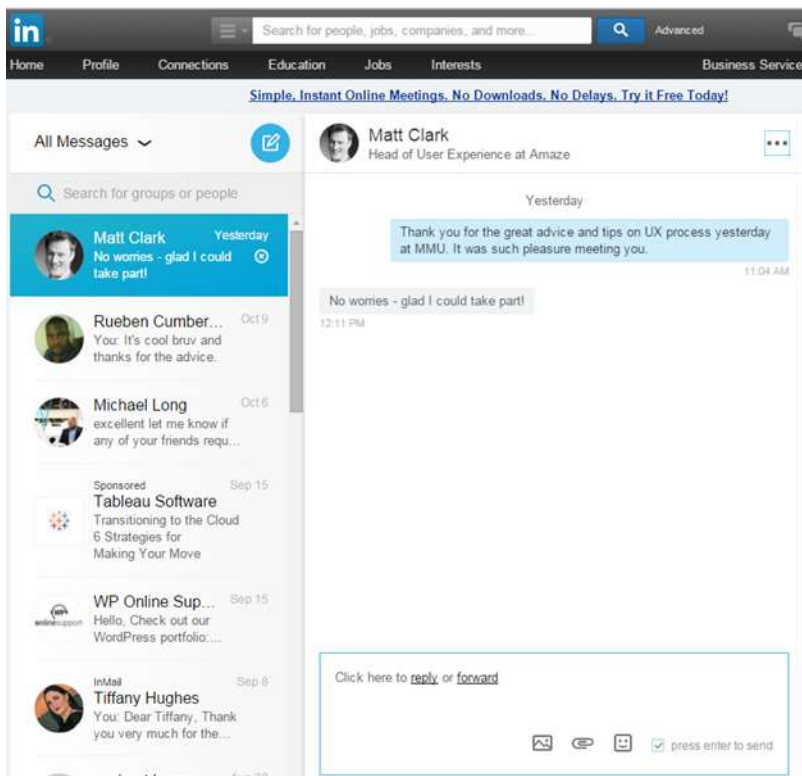


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**Fig 11:**



**Fig 11:** shows evidence of a conversion I am having with the CEO of Mars Spiders for doing a project for them.

**Fig 12:**



**Fig 12:** shows evidence of me showing appreciation to Matt Clark from Amaze, who came in to talk to my UX Class.

Fig 13:

# U.Y

## Personal Profile

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I consider myself to be motivated, a fast learner and very enthusiastic, enjoying working as part of a team. I have the ability to interact well with others; I am also a very soft and gentle person who loves to work as hard as possible, moreover with good ability of communication skills I consider myself to communicate and work with others ideally.

## Key Skills

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**Communication-** Recently, at Next, I achieved 100 percent customer experience for the store. I made sure who ever the mystery shopper was that I was welcoming them and that I was helping them find whatever they needed. In addition, I made sure they had a great shopping experience. In my work place, I am always smiling and engaging with my customers. The result of this is that I bring the sales in for the company. A happy customer brings more income for the business. I have dealt with unhappy customers through my work. One situation a customer was unhappy with the food they were given at Mc Donalds as it is cold. I was very apologetic to the customer and I said I will sort out the problem for them. I gave the customer a hot burger once I consulted with my manager. The outcome was that I made an angry customer to a happy customer.

**Team Working-** Throughout my work experience in my part time jobs at Next and Mc Donalds, I had to work as part of team to make sure the daily tasks set are completed by the end of the day. Each member of team has allocated jobs to do for the day. In addition, I work part of a team to make sure that I contribute to giving one hundred percent customer service and that I was reaching the sales targets set by the company.

During my second year of university, I worked part of team in a creative and digital project using agile methodology. My team name was called Dig.IT, we had to build a website to inform, persuade and to advertise sport clubs around Manchester, to get students to join. My role in this project was Project Manager and Content Writer. My role requires me to write enrich and attractive content for the website. Also I was supporting all the members throughout the project phases which were Project Management, User Requirements, Visual and Editing Production, Website Development, Content Writing and Checking and User Testing, As a Project Manager, it was my duty to help and support my team members in each phase of the project, to show my multitasking and leadership skills within the project. Finally each week we had sprint meetings with our clients to discuss the progress of the project. Our aim is to be creative.

**Problem Solving-** I believe myself to be a creative individual and improvement is key. This is made through using my own initiative to create better solutions in different situations. For example in Next, I realised that there were some areas in the store where customers weren't being approached, and had to come to the cash desk to receive help. I then made sure that when I was not on the tills and on the sale floor, I would stand towards the middle where I am approachable for all the

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customers. This improved the experience customers received as it was made an easier shopping task for them.

**IT Skills-** In regards to my IT skills, I have great understanding and knowledge of web languages such as HTML5, CSS3, JavaScript and PHP. My skills levels on these web languages are intermediate; I have done many projects through university and relevant work experiences using these web languages.

On the content management side of computing I have a great understanding of WordPress, as I had experience working with this CMS in my summer internship for Shaz Designs. Creative side of computing, I have an excellent knowledge and understanding of Adobe Creative Suite. During university and work experience I have used Photoshop quite a lot to edit images for the web. Finally, I have the general skills of IT for example Microsoft Office. I am very advanced in Word, PowerPoint, Excel and Database. These general skills I have used throughout my education and day-to-day-life.

## **Education**

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### **September 2013- June 2016: Manchester Metropolitan University**

- Bsc (Hons) Web Development (Predicted 2:1)

### **September 2008 - June 2011: Birmingham Metropolitan College, Birmingham**

- Btec National Diploma in IT: Triple Distinction DDD Achieved 360 UCAS points.

### **September 2002 – June 2008: Joseph Leckie, Walsall**

- Six GCSEs (A-C), including Mathematics and English

## **Employment**

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### **June 2014 – September 2014: Shaz Designs, London**

Graphics and Web Design internship, work experience

- Maintain the company website.
- Upload content to sites.
- Back and front end development of WordPress themes used by company.
- Admin work sorting company client details.
- Social media: engaging with the company clients and fans across social media sites.
- Keeping shaz designs active on daily basis on social media sites
- Keeping shaz designs blog active with latest work the company has done.
- Sorting out the colours and layout of the company sites.
- SEO.
- 

### **November 2013 – Current: Next, Manchester**

Sales consultant, part-time

- Maintained highest level of customer service by advising products to customers, explaining benefits and qualities and meeting customer's needs.
- Working as part of a team to fulfil the needs of the business by achieving targets set.

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- Fulfilled major challenges including coordination of work across regions requiring open communications and awareness of cultural differences that impact decisions and work processes.
- Representing my department as team voice by dealing with team members' inquiries and issues at work.

#### **April 2011 – July 2014: Mc Donald's, Walsall**

Customer Care Assistants, part-time

- Working as part of a team to achieve store targets and always aiming to achieve the best to increase sales.
- Making sure the dining area is clean and welcoming environment.
- Excellent customer service by interacting with the customers.

#### **Skills**

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- Website Development: HTML5, CSS3 JavaScript, PHP and WordPress.
- Project Management: Agile Management, Waterfall and Project-Lifecycle.
- UX Design: Sketching, Wireframes, Axure, Personas and Competitor Analysis.
- People Skills.
- Team Voice through work experience.
- Team Leadership.
- Time Management.
- IT skills: Experience in using Word, Sage and Excel. Access database expertise though academic assignments.
- Good face-to-face and verbal communication skills.
- Enjoy working as part of a team.
- Capable and practiced in handling complex and multifaceted tasks.
- Excellent numerical, problem solving and analytical skills.
- Languages I speak other than English is Urdu.

#### **Interests**

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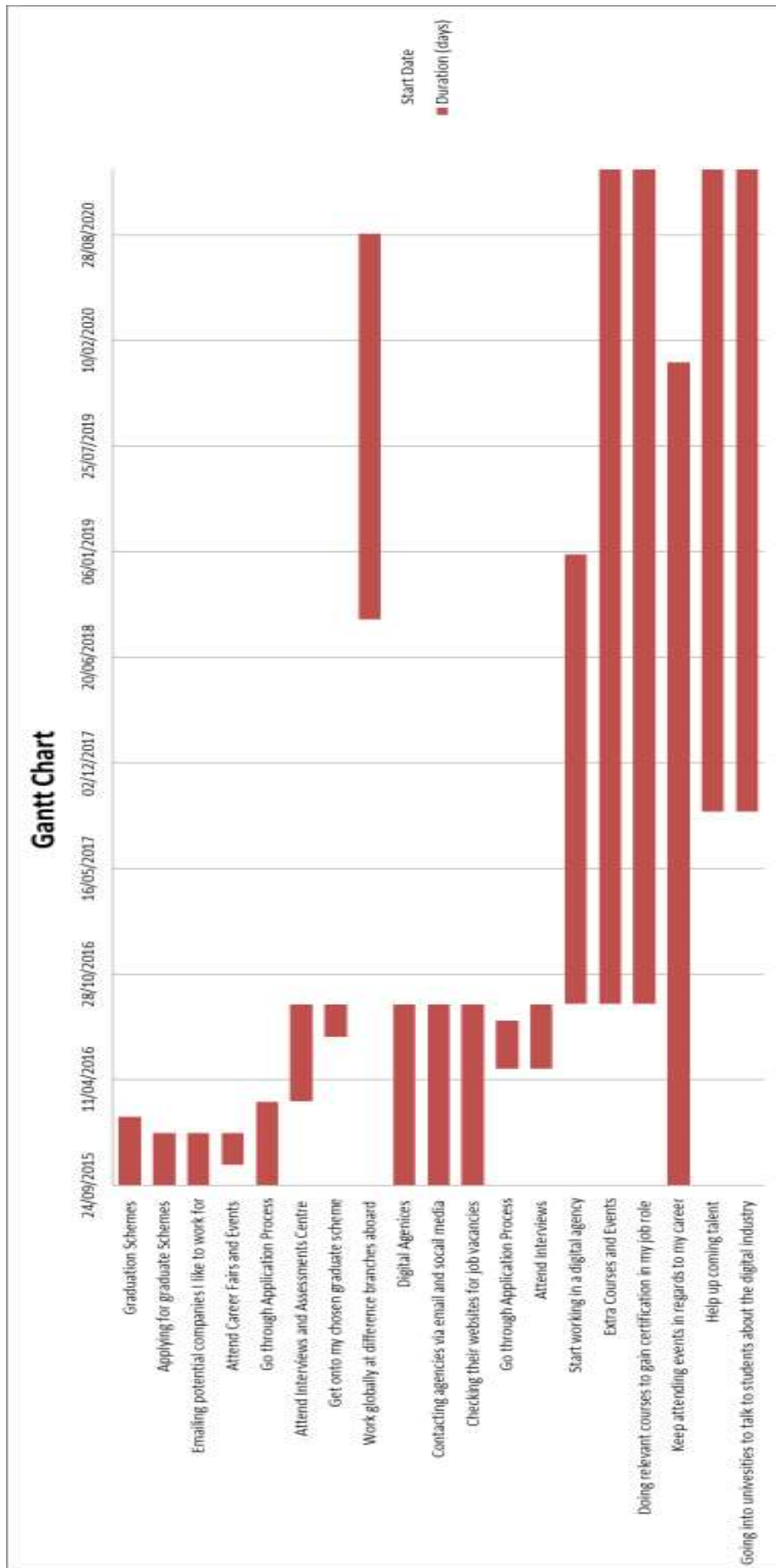
- Strong interest in conceptual and applied aspects of ICT, together with an analysis of the management processes and disciplines.
- Enjoy working part of a team and able to socially interact with colleagues to show my personal strengths and skills acquired.
- Enjoy sports, regularly play and go to leisure centre to train and socially interact with friends.
- I would like to climb up the ladder in the Web Development Industry making excellent websites for a big firm.
- I am into technology, I know a lot about computers such as hardware and software. I like to surf on the internet to keep me up date what is happening in the world i.e. reading new stories, staying in to touch with friends and listening to music.

#### **References**

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Available on request.

**Fig 13:** shows evidence of my skills-based CV.



**Fig 14:** shows evidence of Gantt chart what I'm planning to do in next 3 to 5 years after graduation.