

Bill Mulholland

Web designer & WordPress developer

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PROFILE

Web designer, WordPress developer and team lead, with over 25 years of building for the web.

I design and build custom WordPress sites, from the first wireframe to a fast, accessible site in production. My recent work is on modern, component-based stacks: Sage and Acorn with Blade templates, Tailwind CSS and Vite, ACF for structured content, Bedrock for cleaner project structure, and the WordPress REST API to connect sites with other systems. I work in Git, use Docker for local environments, add Vue where an interface needs it, and build with accessibility, performance and SEO in mind from the start.

Recent work includes the network of over 100 local and national news sites at National World, among them The Scotsman's Food and Drink magazine and the Connect Local advertising portal; the move to a modern front end at Hastings Direct; Avalara's UK and European VAT site; and the travel section for The Sunday Times. Through CINQ, my own studio, I have built Search Isle, a guide to all 1,123 islands of Britain and Ireland, and Search Tube, a guide to the London Underground, as well as sites for clients such as Morocco Moon, SpeakOut SpeakUp and the Jenny Lind Inn.

I have led development teams for much of my career, from heading the development team at First Active to running the front-end team at Hastings Direct. I enjoy that side of the job: moving teams onto agile workflows, working closely with designers, marketing, back-end and mobile teams, and getting good work shipped.

AI is now part of how I work. I use AI tools to speed up prototyping, code review, content migration and testing, which lets me deliver more, more quickly, while staying hands-on with quality and keeping the decisions that matter with people.

An experienced all-rounder who can lead a team, design and build to a high standard, and deliver to a deadline.

KEY SKILLS

Adobe Creative Suite · JavaScript · HTML · WordPress Development · PHP · ColdFusion · MySQL · ACF · npm · Flash · Bootstrap · Git · CSS · XHTML · Custom Theme · Front End Development · Dreamweaver · SCSS · Oxygen Builder · Composer · ASP · VBScript · SQL Server · XML · Custom Plugins · GTM · WebTrends · Accessibility Testing · UX Testing · Google Maps

INDUSTRIES

Media · Travel · Insurance · Retail · Financial · Government · Telecoms · Hospitality · Entertainment · Gallery · Consulting & Training · Events · Festival · Property · Healthcare · Art & Design

PORTFOLIO

Every role, project and screenshot: cinq.me.uk

EXPERIENCE

2020–Present

Own studio

CINQ

Owner · Remote

CINQ is my own web studio. Alongside my contract and permanent roles, I use it to design, build and look after WordPress sites, and to develop my own projects from first idea to launch.

Recent CINQ builds are custom Sage (Roots) themes with Tailwind CSS and Vite, structured content in ACF and fast, accessible front ends.

- Search Tube, a guide to every London Underground station and line
- Search Isle, a guide to the 1,123 islands of Britain and Ireland
- Ongoing hosting, updates and support for client sites

Projects: Search Isle (searchisle.com), Search Tube (searchtube.co.uk)

2026–Present
Freelance

Speak Out SpeakUp

Developer · Remote

SpeakOut SpeakUp is a consulting and training firm that helps organisations build cultures of open, courageous communication. They work with large corporates and financial institutions, including Standard Chartered, the FCA and Prudential, on leadership development, psychological safety and whistleblowing culture.

I built their WordPress site in Oxygen Builder, setting out their approach clearly and giving visitors simple routes into a conversation.

- Homepage and service pages setting out their approach to cultures of candour
- Client list and enquiry routes for starting a conversation
- Blog and resources, including The SpeakUp Playbook

Projects: SpeakOut SpeakUp (speakout-speakup.org)

Skills: CSS, Front End Development, HTML, Oxygen Builder, WordPress Development

2025–2026
Freelance

Morocco Moon

Developer · Remote

Morocco Moon Exclusive Tours is a boutique tour operator running private, small-group trips across Morocco, from three-day Sahara desert excursions to the 16-day Grand Tour, built around genuine local hospitality rather than rushed sightseeing.

I built their WordPress site in Oxygen Builder, with a page for every itinerary and an easy route to a personalised enquiry.

- Tour pages for each itinerary, including the Erg Chigaga and Merzouga desert tours and a Northern Morocco tour
- Personalised tour enquiries for bespoke journeys
- Travel blog and interactive Google Maps

Projects: Morocco Moon (morocco-moon.com)

Skills: CSS, Front End Development, Google Maps, HTML, Oxygen Builder, WordPress Development

2019–Present
Freelance

Jenny Lind Inn

Developer · Hastings

The Jenny Lind Inn is a historic pub and guesthouse in the heart of Hastings Old Town, two minutes from the beach. Known for its real ale, live music and Tudor character, it is a fixture of the local Cinque Port community.

I built the site on a custom theme and have looked after and updated it since 2019, keeping the live music listings and rooms information current.

- What's On listings for the pub's live music, including the weekly Shanty Sessions
- Pages for the bars and the guest rooms, with booking and contact details
- Ongoing updates and support since 2019

Projects: Jenny Lind Inn (jennylindhastings.co.uk)

Skills: CSS, Custom Theme, Front End Development, HTML, Oxygen Builder, WordPress Development

2019–Present

Permanent

National World

Senior WordPress Developer · Remote

National World is one of the UK's largest news publishers, with over 100 local newspaper websites, a portfolio of magazines and a national newspaper. From 2019 I was a Senior WordPress Developer in the small, fully remote team responsible for the group's entire online presence.

Day to day, the work was continuous development across a very large estate: building and maintaining custom plugins and themes, and integrating content and data from a wide range of sources through APIs. Because components were shared across dozens of titles, they had to be robust, reusable and fast, and every change went through accessibility and UX testing.

Beyond the newsrooms, I built and looked after the group's specialist sites. Athletics Weekly, the UK's athletics magazine since 1945, needed a news site that also sells the AW+ subscription. Iconic Live, the group's events business, runs over 150 regional and national awards and events on a WordPress multisite. Scotsman Food & Drink brought the national paper's food coverage into its own magazine site, and Connect Local gave local businesses a portal for advertising across the group's titles.

The team worked in an agile way with Jira and Bitbucket, and on the front end I used ACF, SCSS, JavaScript and Vue alongside PHP.

- Development across 100+ local news sites, magazines and a national newspaper
- Custom WordPress plugins, themes and API integrations
- Athletics Weekly news and AW+ subscription site
- Iconic Live WordPress multisite for over 150 awards and events
- Scotsman Food & Drink magazine site and the Connect Local advertising portal
- Accessibility and UX testing

Projects: Athletics Weekly (athleticsweekly.com), Connect Local (connect-local.co.uk), Iconic Live (nationalworldevents.com), Scotsman Food & Drink (foodanddrink.scotsman.com)

Skills: Accessibility Testing, ACF, Adobe Creative Suite, Bitbucket, CSS, Custom Plugins, Custom Theme, Front End Development, HTML, JavaScript, Jira, PHP, SCSS, UX Testing, Vue, WordPress Development

2018

Permanent

Hastings Direct

Senior Front-End Developer · Bexhill

Hastings Direct is one of the UK's largest car and home insurers. I returned as Senior Front-End Developer, in charge of a small team, to move the group's sites onto a modern front-end stack and an agile workflow.

It was a wide-ranging role: supporting a steady stream of product launches, SEO and security updates, and working closely with the back-end and mobile development teams.

- Upgraded hastingsdirect.com and insurepink.co.uk to a modern front-end build
- Moved the team onto an agile workflow
- Development and support for ongoing product launches
- SEO and security updates
- Led a small front-end team, liaising with back-end and mobile developers

Projects: Hastings Direct (hastingsdirect.com), Insure Pink (insurepink.co.uk)

Skills: Adobe Creative Suite, Bootstrap, Composer, Git, GTM, Node, npm, SCSS

2017–2018

Permanent

PRG

Senior Developer · Eastbourne

PRG is a small web agency in Eastbourne. As Senior Developer I was the front-end designer and developer, designing and building sites for a wide range of small businesses.

Projects covered exhibitions, retail and education, taking each from design through to a responsive build.

- Design and build of small business sites across several sectors
- Exhibition, retail and education clients
- WooCommerce shops and Bootstrap-based responsive themes

Skills: Adobe Creative Suite, Bootstrap, Git, npm, WooCommerce

2017

Contract

HDI Global

Intranet Developer · London

HDI Global is an international industrial insurer. On a contract in London I redesigned and rebuilt the company intranet in WordPress.

The new intranet drew together multiple APIs and content sources, with a custom theme and plugins built on a modern Bedrock, Sass and npm workflow.

- Intranet redesign, from wireframes to launch
- Custom WordPress theme and plugins
- Integration of multiple APIs and content sources
- Bedrock, Composer, Sass, npm and Gulp build

Skills: ACF, Adobe Creative Suite, API Integration, Bootstrap, Composer, Custom Plugins, Custom Theme, Git, JavaScript, Node, REST, SCSS, WordPress Development

2017

Contract

Ministry of Justice

Intranet Developer · London

A contract with the Ministry of Justice supporting users of the existing Justice system extranet while a new platform was being rolled out.

Very much an extra pair of hands: keeping the current extranet running smoothly for its users across the justice system during the changeover.

- Support for existing extranet users across the justice system
- Maintenance alongside the roll-out of the new platform
- Docker, Git, npm and SCSS workflow

Skills: Docker, Git, npm, SCSS

2016–2017

Permanent

Avalara

WordPress Developer · Brighton

Avalara is a US tax compliance company. As lead WordPress developer I was in charge of its UK and European website, including VAT Live, the company's VAT news and information site.

I redesigned the theme for a Bedrock and Sage (Bootstrap) WordPress platform, made it multilingual with WPML, and migrated several sites into a single new portal.

- Lead developer for the UK and European web presence
- Theme redesign on a Bedrock and Sage platform
- Multilingual sites with WPML
- Events registration system and prototyping
- Migration of several sites into a new portal

Projects: VAT Live (vatlive.com)

Skills: ACF, Bedrock, CSS, Docker, JavaScript, Less, SEO

2016

Contract

Sunday Times Travel

WordPress Developer · London

A contract with the Sunday Times as WordPress developer for its travel website, now The Times Travel (thetimes.co.uk/travel).

I developed the Bootstrap-based theme and integrated a range of travel APIs, using the WordPress REST API to bring the content together.

- Bootstrap-based theme development
- Integration of travel APIs
- WordPress REST API

Projects: The Times Travel (thetimes.co.uk/travel)

Skills: Bootstrap, npm

2015

Freelance

Breakthrough Media

WordPress Developer · London

Breakthrough Media is a London agency. As a freelance WordPress developer I built and supported several charity and government sites for its clients, including sites with Arabic language support.

- WordPress builds for charity and government clients
- Arabic and right-to-left language support
- Composer, Node, npm, SCSS and Git workflow, with Google Tag Manager

Skills: Bootstrap, Composer, Git, GTM, Node, npm, SCSS, WordPress Development

2014

Contract

Razorfish | JP Morgan

Front End Developer · London

A contract with the agency Razorfish as a front-end developer on a personal banking portal for JP Morgan in France, built on WordPress.

- Front-end development of a personal banking portal
- WordPress with a Bootstrap front end
- Git and npm workflow

Skills: Adobe Creative Suite, Bootstrap, Git, MySQL, npm

2014
Freelance

Tangible.com

WordPress Developer · London

A freelance project for Tangible, a London agency, developing a custom parallax WordPress theme.

- Custom parallax WordPress theme
- Bootstrap front end, with Git and npm

Skills: Bootstrap, Git, MySQL, npm

2014
Freelance

London Holloway University

WordPress Developer · Remote

EcoCentrix: Indigenous Arts, Sustainable Acts was an interactive exhibition from Royal Holloway, University of London, of more than 40 contemporary works by indigenous artists from Australia, the Americas, South Africa, the Pacific and Aotearoa New Zealand.

As a freelance WordPress developer I built the exhibition's website, giving every work its own page so visitors could explore the exhibition on their phones in the gallery or from home.

- Responsive WordPress site with a custom theme
- A page for every artwork, with tabs for the work, artist, reading and location
- Visitor reactions on each work
- Content structured in ACF for the curators

Projects: Ecocentrix Exhibition (ecocentrix.com)

Skills: ACF, Bootstrap, MySQL, npm

2013
Freelance

Hastings Fat Tuesday

WordPress Developer · Hastings

Hastings Fat Tuesday is the town's Mardi Gras music festival. I built its WordPress multisite, then in the festival's fifth year, with a custom theme and plugins based on Sage and Bedrock.

- WordPress multisite for the festival
- Custom theme and plugins built on Sage and Bedrock
- Ticketing and social media streaming

Skills: ACF, Bootstrap, Git, npm

2013
Contract

Thomson Reuters

WordPress Developer · London

Thomson Reuters is a global news and information company. As a contract WordPress developer I worked on a range of its WordPress projects, including the main Reuters Chinese site and the Westlaw UK legal site.

I developed custom multisite and multi-language themes, helped set up the editorial process, and looked after the hosting side: backups, load balancing, CDN and caching.

- Reuters Chinese site and Westlaw UK legal site
- Landing pages and awards microsites
- Custom multisite and multi-language themes
- Establishment of the editorial process
- Backup management, load balancing, CDN and cache

Skills: Less, MySQL, Roots, SVN, WordPress Development

2012–2013

Contract

Territory Studio

WordPress Developer · London

Territory Studio is a London design agency. I developed a responsive WordPress site for its client Thunderhead, a large computer services company.

I worked in partnership with the in-house UI designer, taking the site from wireframes to a finished theme.

- Responsive WordPress site for Thunderhead
- From Balsamiq wireframes to finished theme
- Close collaboration with the agency's UI designer

Projects: Thunderhead (thunderhead.com)

Skills: Adobe Creative Suite, Balsamiq, MySQL, PHP

2012

Permanent

Hastings Direct

Lead Front End Developer · London

Hastings Direct is one of the UK's largest car and home insurers. I was initially part of a small team responsible for the front-end integration with the CDL-based insurance quoting system, and later solely responsible for the day-to-day running of five sites.

Based in the marketing department, I delivered a wide range of promotional and development projects every month, alongside a rolling upgrade of the sites to newer, standards-based designs.

- Design and build of peopleschoice.co.uk and the Group corporate site, both responsive
- Daily updates to five sites and a rolling standards-based upgrade
- SEO, affiliate and aggregator landing pages
- Accessibility improvements and progressive enhancement
- WordPress blog, press release and RSS integration
- White label external systems integrations
- Prototyping customer journeys; set up and ran Jira; daily scrums

Projects: People's Choice (peopleschoice.co.uk)

Skills: Adobe Creative Suite, CSS, Responsive Design, XSLT

2012

Contract

The Partners

WordPress Developer · London

The Partners is a London brand and design agency. On a short contract I developed a WordPress blog theme from the agency's Photoshop designs.

- Custom WordPress blog theme from PSD
- PHP and MySQL

Skills: Adobe Creative Suite, MySQL, PHP, WordPress Development

2011–2015

Contract

Thomson Reuters

WordPress Developer · London

For Thomson Reuters I was lead WordPress developer on a beta project for a small business legal site.

Alongside the build I worked on wireframing and user testing, and ran multivariate testing with Optimizely to shape the design.

- Lead developer on a legal site beta for small businesses
- Wireframing and user testing
- Multivariate testing (MVT) with Optimizely

Skills: ACF, Adobe Creative Suite, MVT

2010

Contract

The Science Museum

WordPress Developer · London

For the Science Museum I designed and built a WordPress-based system for a new contemporary science project, integrated with the museum's live gallery system.

The site drew on many contributing systems, both online and in-house, and I trained the authors and customised the interface for a large multi-user site.

- WordPress system integrated with the live gallery system
- Integration with many online and in-house sources
- Author training and a customised admin for many users

Skills: Adobe Creative Suite, MySQL

2009

Contract

Yahoo

WordPress Developer · London

For Yahoo I designed and built a WordPress-based intranet for European Human Resources, implemented on Yahoo's internal Backyard system.

The role covered a large redesign and project management, coordinating a team of content providers from eight countries.

- Design and build of the HR intranet for Yahoo Europe
- Implementation on Yahoo's internal Backyard system
- Project management of content providers in eight countries
- Wireframing, UI and UX testing

Skills: Adobe Creative Suite, MVT, UI Testing, UX Testing, Wireframing

2009

Freelance

Patticrafts

WordPress Developer · London

Patticrafts is a national supplier of children's crafts. I designed and built its educational WordPress site, with a custom theme.

- Design and build of an educational WordPress site
- Custom theme development
- Online shop

Skills: Adobe Creative Suite, WooCommerce

2009

Contract

Consumer Focus

WordPress Developer · National

Consumer Focus was the UK's statutory consumer champion. I moved its existing site into multi-user WordPress, redesigning the templates and functionality.

I developed themes for each part of the UK organisation, set up the workflow process, and trained over 200 users in the multilingual CMS.

- Migration to multi-user WordPress
- Redesigned templates and functionality
- Themes for each part of the UK organisation
- Training over 200 users on a multilingual CMS

Skills: Adobe Creative Suite, MySQL, PHP

2008

Permanent

Primelocation

Front End Developer · London

Primelocation was one of the UK's leading property websites, carrying property details from two thirds of UK estate agents. I joined for a major redesign, taking a years-old, table-based site to standards-compliant CSS and JavaScript that was both backward and future compatible. The project also introduced agile working to the company.

The redesign began with a full investigation of usability, through public testing sessions with Flow Interactive, competitor analysis and workgroups on accessibility, UI, SEO and marketing, then wireframing and public beta testing in late 2007. It launched in February 2008 on a ColdFusion Fusebox back end with Spry JavaScript, was very well received, and helped lead the company to buy a competitor and move to number one in the market.

- Design and build of a major redesign of the UK's second largest property site, with over a million monthly page views
- Usability testing with Flow Interactive
- Accessibility testing to WCAG 2 and cross-browser QA
- CMS, advertising and Microsoft mapping integrations
- Microsites for estate agents, including Foxtons
- Newsletters, SEO and feature property content

Skills: Accessibility Testing, Adobe Creative Suite, ColdFusion, Flex, SVN, User Testing, Web Services

2006

Permanent

Kent & Medway NHS

Front End Web Manager · Dover

A design-led role as Front End Web Manager, redesigning most of the main NHS sites in the South East and bringing them up to WCAG 2 accessibility standards.

- Redesign of the main NHS sites in the South East
- Web standards compliance to AA as a minimum
- CMS integration and training
- Development of a new extranet
- Site promotion and tender submissions

Skills: Adobe Creative Suite, ColdFusion, Contribute, JavaScript

2005

Contract

Ranger Services

Web Developer · Elstree

A contract with Ranger Services in Elstree, developing a parking administration system in ColdFusion.

- Parking administration system
- ColdFusion components (CFCs) integrated with third-party systems

Skills: ColdFusion, Flash, HTML, JavaScript

2005

Contract

First Choice PLC

Web Developer · Crawley

First Choice was one of the UK's largest holiday companies. On a contract in Crawley I developed an attraction park booking system.

- Attraction park booking system
- ColdFusion components with XML API integration to third-party systems

Projects: First Choice (firstchoice.co.uk)

Skills: ColdFusion, Flash, HTML, JavaScript, XML

2005

Contract

Telstar

Web Designer · Remote

For Telstar I designed and produced Music Mayhem Madness, the entertainment site for a national theatre company's show.

- Design and production of the show's website
- Timeline and tour book Flash animations

Projects: Music Mayhem Madness (musicmayhemmadness.com)

Skills: ACF, Adobe Creative Suite, Dreamweaver, Flash, HTML, WordPress Development

2004

Contract

Arjo Wiggins Fine Papers

Web Developer · Basingstoke

Arjo Wiggins Fine Papers makes premium papers, including the Conqueror brand. As web developer and designer I designed and built product microsites.

- Design and build of product microsites
- ColdFusion and ASP

Projects: Conqueror (conqueror.com)

Skills: Adobe Creative Suite, ASP, ColdFusion, HTML, JavaScript, Macromedia Studio, XHTML

2004

Freelance

AKQA

Freelance Web Developer · London

A freelance spell at AKQA, the London digital agency, producing HTML and Photoshop layouts for clients including Nike, London 10k, 3M and Nestlé.

- HTML and Photoshop layouts
- Clients included Nike, London 10k, 3M and Nestlé

Projects: AKQA (akqa.com)

Skills: .NET, Adobe Creative Suite, Flash, HTML, JavaScript

2004

Contract

Brighton City Council

Web Developer · Brighton

For Brighton & Hove City Council I designed and built an online planning query tool, meeting the accessibility guidelines required of local government, including RNIB and W3C guidance.

- Online planning query tool
- Built to RNIB and W3C accessibility guidelines
- ColdFusion back end with XHTML front end

Projects: Brighton & Hove City Council (brighton-hove.gov.uk)

Skills: Adobe Creative Suite, ColdFusion, HTML, JavaScript, Macromedia Studio, XHTML

2004

Freelance

Roche

Web Developer · Welwyn Garden City

For Roche, the pharmaceutical company, I designed and built a product microsite for the National Obesity Forum and an internal promotional intranet, and researched content management systems.

- Product microsite for the National Obesity Forum
- Internal promotional intranet
- Research into CMS options

Projects: Roche UK (roche.co.uk)

Skills: Adobe Creative Suite, ColdFusion, Dreamweaver, Flash, HTML, JavaScript, VBScript, XHTML

2003–2004

Contract

Brand Communication

Web Developer · St Leonards

Brand Communication is an agency in St Leonards. As lead developer and designer in new media I built brochure sites for small businesses and looked after their search and online marketing.

- Lead developer and designer in new media
- Small business brochure sites
- SEO and online marketing

Projects: Brand Communication (brandcommunication.co.uk)

Skills: Adobe Creative Suite, ASP, Dreamweaver, Flash, HTML, JavaScript, MySQL, Perl, PHP, Sitespring, SQL Server, VBScript, WebTrends, Windows Server, XHTML, XML

2002–2003

Contract

Brooklands Consultants

Web Developer · Surrey

Brooklands Consultants is an agency in Redhill, Surrey. As lead developer and designer in new media I built sites, e-commerce and booking systems for its clients.

- Lead developer and designer in new media
- E-commerce systems with WorldPay
- Flash car rental booking system
- Small business brochure sites and SEO

Projects: Brooklands Consultants (brooklands.co.uk)

Skills: Adobe Creative Suite, ColdFusion, Dreamweaver, Flash, HTML, JavaScript, Linux, MySQL, Perl, PHP, SQL Server, VBScript, WebTrends, Windows Server, XHTML

2000–2002

Permanent

Colt Telecoms

Web Administrator · London

Colt is a pan-European telecoms company. As Web Administrator I looked after 16 sites across Europe and the company intranet, alongside a steady stream of product launches and internal systems.

- Administration of 16 websites across Europe
- Intranet of over 1,500 pages with content from 30 publishers
- Multilingual press release system linked to the intranet
- Online enquiry system with sales tracking and automated reporting
- Over 50 product launches with event and product microsites
- HR vacancy system from the web front end to an Oracle database
- Company-wide rebranding guidelines and an online employee rewards scheme

Projects: Colt (colt.net)

Skills: ASP, ColdFusion, Dreamweaver, Flash, MySQL, PHP, SQL Server, XHTML, XML

2000

Contract

First Active (Virgin One)

Senior Web Manager · Epsom

First Active (Virgin One) was a mortgage company. As Senior Web Manager I led the development team on over 20 intranet and internet projects, including an online mortgage application.

I also set up the development and documentation procedures, the corporate design standards and a clustered server environment, and the site gained the first WebTrust certification in the UK.

- Online mortgage application and company intranet
- Content management for the intranet, extranet and mailing lists
- HR systems, document management and press release distribution
- Automated server monitoring and reporting
- Clustered Windows NT server environment
- First WebTrust certification in the UK

Projects: First Active (firstactive.co.uk)

Skills: ColdFusion

1999

Contract

Ace Europe

Intranet Developer · Crawley

For ACE Europe, a large financial organisation, I designed and implemented a European intranet pilot involving over 20 company departments.

- European intranet pilot across 20+ departments
- Support and training for 60 pilot contributors
- Back-end database integration with ColdFusion and ASP
- Company-wide standardisation on IE5

Skills: ASP, ColdFusion
