

PROFILE

With a passion for the industry and a solid footing on the line between artistic expression and commercial reality he is an enthusiastic creative with a great eye for detail, excellent all-round skills and experience working in the UK and overseas with some of the worlds most prestigious brands.

Currently working as a freelance designer for multiple private small to medium sized businesses, he is eager to work on larger projects and concentrate on his identity as a creative. Flexible, highly organised and efficient, he thrives when working under pressure to achieve challenging targets. A trustworthy and reliable individual, known also for his patience and discretion, he is an effective team player and leader with strong communication and interpersonal skills.

CAREER SUMMARY

Self Employed Freelance Designer

September 2006 – Present

Key Responsibilities:

- Creating usable and accessible interactive concepts for websites, games and user interfaces
- Developing brands and guidelines that effectively communicate clients core values
- Producing successful designs and preparing them for print across a variety of mediums
- Making sure projects are delivered on time and within budget by efficient planning, time management and budgeting
- Preparing pitch documents and actively taking part in new business pitches
- Building new client relationships through meetings, networking and marketing
- Producing effective information architectures and site maps based on the clients objectives
- Liaising with clients throughout projects developing and strengthening relationships
- Compiling profitable quotations
- Setting up, managing and reselling hosting solutions and print

Clients:

Electoral Commission, Elton John Aids Foundation.

Lightmaker Group Ltd Senior/Lead Designer

September 2004 – September 2006

Key Responsibilities:

- Articulating and communicating concepts to client's effectively and passionately
- Taking primary responsibility for the development of design solutions in response to client briefs
- Juggling a number of projects at one time whilst offering support and advice to the rest of the design team
- Liaising with all in-house staff to ensure that the best possible design solutions are offered
- Taking part in client meetings and conference calls offering advice and solutions
- Creating innovative and exciting design solutions that are useable and accessible with an awareness to web standards
- Taking lead and liaising with the design and development team to deliver optimal results

Key Achievements:

- Leading the design for Samsung's D900 mobile interface helping Samsung to receive best handset at the GSMA 2007 Global Mobile Awards
- Helping establish Lightmaker.com as a pioneering company for mobile devices by leading their Flash Lite design and development. Investigating storage, memory and processor optimisation, usability and accessibility for mobile devices
- Designing the Adobe award winning Harry Potter and The Goblet of Fire site

Clients:

Samsung, Adobe, IBM, NHS, Manchester United FC, Nintendo, Sony, Warner Brothers, Electronic Arts, Bacardi, Avid

**Self Employed
Freelance Designer**

March 2000 - September 2004

Key Responsibilities:

- Designing promotional material, business stationery and websites
- Developing brand identities for events and new businesses
- Effective project management and time planning
- Meeting and pitching to clients

Key Achievements:

- Established himself as a competent designer with the ability to offer a broad range of skills early in his career and gained fundamental knowledge of the industry and the commercial/creative balance

EDUCATION & QUALIFICATIONS

Ravensbourne College of Design and Communication

Bachelor of Arts (Hons), Interaction Design

September 2001 – July 2004

John Ruskin College

GNVQ Advanced with Distinction, Art & Design
A Level, Graphic Design and Communication

September 1999 – July 2001

Selsdon High School

8 GCSE's A-C Including English, Maths, Art & Design and Graphics

September 1994 – July 1999

ADDITIONAL

Visiting Tutor for BA (Hons) Design for Interaction at Ravensbourne College of Design and Communication from October 2007 to present

Highly proficient in the following packages:

- **Adobe Creative Suite, Web:** Flash, Dreamweaver and Fireworks
- **Adobe Creative Suite, Design:** Photoshop, Illustrator and InDesign
- **Adobe Creative Suite, Production:** After Effects and Premier
- **3D Studio Max**
- **Microsoft Visual Web Developer**

Ability to code in the following scripts/languages:

- **Actionscript 1.0, 2.0** (currently in transition to 3.0)
- **HTML, XHTML**
- **CSS**
- **XML**
- **ASP** (Basics in C#)
- **ASP.NET 2.0** (Basics in C#)

PC and Mac literate

AWARDS

Adobe Site of the Day - Warner Brother's Harry Potter and the Goblet of Fire's Dark Mark Site

British Design and Art Direction Commendation - Interaction Design

PERSONAL INFORMATION

Date of Birth: 31st March 1983

Marital Status: Single

Nationality: British

Mobility: Full driving licence

Interests: Art & Design, Computers & Technology, Learning, Movies, Football, Keeping Fit and Socialising