

## Curriculum Vitae

### education

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1999 - 2002	BA (Hons) Design for Communication with 1 <sup>st</sup> Class Honours <i>Chelsea College of Art and Design, London</i>
1996 – 1997	Chelsea College of Art and Design <i>Art Foundation</i>
1984 - 1995	Millfield, Somerset <i>A Levels – Art, Biology, Chemistry and General Studies</i> <i>GCSE's – Art, Science (2), Home Economics, German, Maths, History, English Lit. English Lang. Oral English</i>

### awards

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November 2005	BIMA Finalist – Website Design – <a href="http://www.diesel.com/thefuture">www.diesel.com/thefuture</a>
October 2005	Campaign Digital Gold Award – Website Design – <a href="http://www.dieseldreams.com">www.dieseldreams.com</a>
September 2005	Cannes Cyber Lion Finalist – Website Design - <a href="http://www.dieseldreams.com">www.dieseldreams.com</a>
June 2002	D&AD Yellow Pencil – Website Design
April 2002	RSA (Royal Society of Arts) Macromedia Attachment Award for Interactive Design

### areas of expertise

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Languages	HTML and basic Actionscript.
Software	Advanced knowledge of Dreamweaver, Flash MX, Photoshop, Illustrator, ImageReady, InDesign, Word, Excel and PowerPoint

### relevant employment history

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2000-present	Freelance Graphic/Interactive Designer ( <i>Internet/Art and Graphics</i> ) <i>Various Companies</i> Designing websites, interface design, corporate identities, and providing consultation for various companies including: BBC (in house usability consultation, BBC intranet websites, including Abolition Site and Emerging Media site). Sites for Impress Media – including ( <a href="http://www.menushop.co.uk">www.menushop.co.uk</a> , <a href="http://www.fit2bseen.co.uk">www.fit2bseen.co.uk</a> , <a href="http://www.fruitfuldevelopments.com">www.fruitfuldevelopments.com</a> , <a href="http://www.pythouse-organics.com">www.pythouse-organics.com</a> , <a href="http://www.bigbangpartyboxes.com">www.bigbangpartyboxes.com</a> , <a href="http://www.degsignal.co.uk">www.degsignal.co.uk</a> , <a href="http://www.johnbentleyschool.com">www.johnbentleyschool.com</a> ). Also for Mortgage and Finance Solutions ( <a href="http://www.mafsl.co.uk">www.mafsl.co.uk</a> ), Safer Access ( <a href="http://www.saferaccess.org">www.saferaccess.org</a> ), Peter Chapman – ( <a href="http://www.innovationgeneration.com.uk">www.innovationgeneration.com.uk</a> ), Blue Sky World Inc. ( <a href="http://www.blueskyworldtours.com">www.blueskyworldtours.com</a> ); Jacobs Allen Hammond Solicitors ( <a href="http://www.jahlaw.co.uk">www.jahlaw.co.uk</a> ); Indulge Catering ( <a href="http://www.indulge-parties.com">www.indulge-parties.com</a> ); Lagoon Games (packaging design); SunFly Kareoke (interface Design); Prenplants ( <a href="http://www.prenplants.co.uk">www.prenplants.co.uk</a> ); Agile Energy Ltd ( <a href="http://www.agileenergy.co.uk">www.agileenergy.co.uk</a> ); Pukka Clothing Ltd ( <a href="http://www.pukkaclotthing.co.uk">www.pukkaclotthing.co.uk</a> ), RITAM ( <a href="http://www.gifts-ritam.org">www.gifts-ritam.org</a> ); Tobsha Learner – Author ( <a href="http://www.tobshalearner.com">www.tobshalearner.com</a> ). Susanna Edwards – ( <a href="http://www.susannaedwards.com">www.susannaedwards.com</a> ).	<i>London</i>
March 2004 – Oct 2005	Senior Web Designer ( <i>Internet &amp; New Media</i> ) <i>EHS Brann</i> EHS Brann is an advertising agency based in central London. Working in their interactive department as a senior designer; designing, design directing and working closely with web	<i>London</i>

developers using CMS's and advanced Actionscript, for companies including: Diesel ([www.dieseldreams.com](http://www.dieseldreams.com), [www.diesel.com/drivemycar](http://www.diesel.com/drivemycar), [www.diesel.com/thefuture](http://www.diesel.com/thefuture)), JO Hambro Capital Management ([www.johcm.co.uk](http://www.johcm.co.uk)), British Heart Foundation, Classic Malts Selection (Diageo) ([www.malts.com](http://www.malts.com)); Baileys Global (Diageo) ([www.baileys.com/en-row/](http://www.baileys.com/en-row/)); Oxfam ([www.joinoxfam.com](http://www.joinoxfam.com)); Volvo Global; FirstPlus; Premium Bonds; Sea Britain; Arla; Capital Standards and Barclays.

May 2003 – March 2004	Web / Interactive Designer ( <i>Internet &amp; New Media</i> ) <i>Front to Back Ltd</i> Front to Back Ltd is a small web development company. I was involved in all aspects of the business ranging from website design and corporate identity to marketing and account management. Examples of work: <a href="http://www.lagongames.com">www.lagongames.com</a> , <a href="http://www.politicsjournal.com">www.politicsjournal.com</a> , <a href="http://www.psa.ac.uk">www.psa.ac.uk</a> , <a href="http://www.ringobellsbath.com">www.ringobellsbath.com</a> , <a href="http://www.puzzleadventure.com/puzzle_adventure2/index.htm">http://www.puzzleadventure.com/puzzle_adventure2/index.htm</a>	London
July 2002-May 2003	Account Executive & Interactive Designer/Animator ( <i>Interactive/Web Design</i> ) <i>Random Media Limited</i> ( <a href="http://www.randommedia.co.uk">www.randommedia.co.uk</a> ) Working on projects, both web design and online advertising with Sony Computer Entertainment Europe, Greenwich Millennium Village; easyJet; WeightWatchers; Mother and Battersea Power Station. Account Management for Greenwich Millennium Village; Sony; WeightWatchers and easyJet.	London
Jan 1999-Sept 1999	Graphic Design assistant ( <i>Art and Graphics</i> ) <i>Crescent Lodge Design</i> Involved in all aspects of design from initial ideas to final print.	London
1996 – 1998	Graphic Designer ( <i>Art and Graphics</i> ) <i>SAGE Group of Companies</i> SAGE is a specialist international engineering company working in offshore oil, gas and telecommunications industries. Responsible for the Group's corporate identity, advertising, publicity, and exhibitions.	Bath
1996 – 1997	Laboratory Training Manager <i>SAGE Group of Companies</i> Involved training of new staff in various soil tests and data entry. During this period I worked offshore on site investigations for pipeline route and bridge surveys in the Philippines and Greece.	Bath
1995 – 1996	Exhibitions Assistant <i>Various Galleries</i> Mounting exhibitions for various artists and photographers including Jolliffe Gray - Cartoonist and Sebastian Rich – War Photographer	London

## achievements and interests

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- *Designing for Our Futures - User-centred design from the RSA*, Spring 2007 - exhibiting Memicon RSA project at the RCA.
- *Institute of Contemporary Arts - summer 2002*. Spoke at the first Untold debate. Untold is an organisation which explores the relationship between gender, design and technology (<http://untold.recollective.co.uk/events/untold/01/>). This debate was covered by The Guardian at <http://media.guardian.co.uk/mediaguardian/story/0,7558,769113,00.html>.
- *D&AD Student Awards 2002*. Awarded a yellow pencil for Website Design.
- *Royal Society of Arts (RSA) Student Design Awards 2002*. Awarded first prize RSA Macromedia Attachment Award for Interactive Design.
- *Chelsea College of Art & Design - Design Faculty Student Representative 2002*. Responsible for voicing the views and opinions of the Design Faculty.
- "*Future Map 02 - (Explorations at the frontiers of art, design and communication drawn from this year's degree shows at the London Institute's Colleges)*". Exhibited degree work at The London Institute Gallery.
- Somerset County Javelin Champion 1990.
- Travelling. (Including Philippines, Vietnam, America, Canada and Europe).
- Sport (County teams for netball, hockey and athletics), Skiing.
- Gardening, DIY, socialising at the pub and playing the spoons.