

PERSONAL INFORMATION

Age	31
Date of Birth	12.07.1976
Nationality	British
Driving License	Full UK
Mobile	07961 33 59 59
Email / MSN	contact@realigndesign.com
Employment Market	Information Technology, Marketing, Media, Education
Employment Type	Permanent / Contract / Freelance

PROFILE

- Available for freelance / contract work on-site or from home office;
 - Versed in WAI / W3C accessibility guidelines for disability and specific needs;
 - Owner and Creative Director of Re:Align:Design Ltd – freelance graphic and web design firm (www.realigndesign.com);
 - Ability to manage and / or work as a team member in order to achieve specific targets with a flexible and enthusiastic approach to work;
 - Administration & communications experience, particularly concerning events planning and management;
 - Primarily interested in the design aspect of website production, I am familiar with the necessary software and technologies for the design, development and implementation of high quality, accessible and user-friendly websites;
 - Firm understanding of document / content management systems / issues;
 - Successful implementation of numerous web-based projects and initiatives;
 - Experience of writing technical documents in respect of web development;
 - Wide portfolio of graphic design for printed media including leaflets, billboards, posters, booklets, prospectuses, magazine type publication;
 - Presentation, organisation and layout skills are second nature due to my formal training in Art, Design and Communication;
 - Creativity, originality, precision and flair stemming from my studies in Fine Art;
 - Aptitude and an “eye for” attention to detail, originating from my photography and digital manipulation skills, thereby ensuring quality;
 - Computer literacy in extensive areas of hardware and software including expansive knowledge of professional print processes
 - Reflective thinking, action planning, time management and problem solving skill sets;
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SOFTWARE/IT SKILLS

HTML; XML; XHTML; CSS; PHP; some ASP/SQL; Web 2.0; W3c; WAI; PC/MAC Literate; Full Microsoft suite literacy; Adobe Photoshop, Indesign, Illustrator, Pagemill, Acrobat and PDF; Quark Xpress; Macromedia MX Suite - Dreamweaver, Flash, Fireworks and Freehand; Netscape Suite; FTP; Image Optimisation, Compression and Mapping; Javascript; Familiar with Content Management Systems, Concurrent Versioning Systems etc.

CURRENT EMPLOYMENT

03.03 > PRESENT

Full-Time Freelance Consultant

01.04 > 04.04 Part-time rolling maintenance contract with AstraZeneca

Maintenance and site management of the previously built, *GEL Knowledge Store*. The environment is the main point of access for the Global Electronic Library and associated environments, materials & resources for AstraZeneca users.

- Maintain and develop GEL Knowledge Store and web pages;
- Maintain a consistent electronic corporate image and layout/presentation;
- Marketing and Communication related activities;
- Design and develop additional web materials;
- Liase with information owners;
- Aid in the development and implementation of strategies designed to improve current practices, with regard to content and structure;
- Respond to user feedback;
- Check and publish submitted documents to the GEL Knowledge Store;
- Manage, Maintain and respond to requests, queries and enquiries
- Collate and manage periodic production of the "GEL Round Up" newsletter;

04.03 > Freelance Consultant

04.03 > 12.03

GEL Web Administrator/Communications Support

AstraZeneca, Regulatory Affairs, Alderley Park, Macclesfield, Cheshire.

Design, development and implementation of *GEL Knowledge Store* intranet site.

PREVIOUS EMPLOYMENT

08.01 > 03.03

Web, Design and Publications Manager - <http://www.chester.ac.uk/>

Chester College, Chester. CH1 4BJ

- Responsible for electronic marketing of the College provision and maintaining College's corporate visual identity (all-encompassing);
- Liaises specifically with Marketing, Recruitment, Communications and Public Relations;
- Works closely with Service, Support and Academic Departments;
- Liaises with staff across the College, including senior administrator, academic staff and services to ensure that the website contains up-to-date material;
- Liaises with numerous external content providers including agencies, publishers, newspapers, educational, governmental, commercial and private.
- Brings innovative and diverse approaches to the ongoing development of electronic provision for staff, students, College partners, education agencies and prospective intake(s);
- Constant monitoring, reviewing and evaluation of in-house and external resources, in order to deliver cost-effective and informative products;
- Development of guidelines, instruction manuals and policies;
- Keeps abreast with the latest sector, industry, technological and design developments;
- Encourages & develops partnerships with local / national providers, agencies / initiatives;
- Designs and develops physical marketing materials including leaflets, flyers and posters; Actively encourages (and supports) departments to adhere to the guidelines proposed in strategy papers.

09.99 > 07.01

Web Designer - <http://www.chester.ac.uk/>

Registry Services, Chester College, Chester. CH1 4BJ

- The design, maintenance and development the content of the College Internet site.
- Maintenance of a consistent electronic corporate image whilst leasing with Senior Managers, Academics and administrative sections.
- Gathering, Collating, Editing, Formatting and implementing marketing materials.

06.97 > 09.99

Research Assistant, Profiling Co-ordinator & Web Designer

Chester College, Chester. CH1 4BJ

- Representation at Higher Education conferences, liaising and 'networking' with key Institutions and Organisations.
- Research and development of the College electronic Recording Achievement file [Personal Professional Portfolio P3].
- Production of an Intranet version of the Undergraduate Student Handbook.
- Development of Students' Union website.
- Project Management of the 'Chester-ROM' (CD-ROM).

1993 > 1997

Barperson; Waiter, Data Assistant; Store Assistant and Administrative Assistant

[Further particulars are available upon request]

EDUCATION

1987 > 1992 Washington Grammar School, Spout Lane, Tyne & Wear.

1992 > 1994 St Robert of Newminster 6th Form, Tyne & Wear.

1994 > 1997 University College Chester (*A College of the University of Liverpool*)

QUALIFICATIONS

DEGREE

2:1BA (Hons.)

Art with Computer Science and Information Technology

University of Liverpool

Emphasis upon: Popular Culture; Critical and Contextual studies; Information Technology in an Enterprise Society; Computer Graphics; Human Computer Interaction.

A LEVEL

Design & Technology; Art & Design; Geography.

GCSE

Design & Communication; Graphics; Information Technology; English Language; English Literature; Mathematics; Geography; Physics; Biology; Chemistry; French.

ADDITIONAL INFORMATION

- Contributor to "Tips and Tricks for Website Managers" [ISBN 0851424392];
- Keen photographer (traditional & digital) with images used on many web and print briefs including The Arts Council News Magazine;
- Lectured on Undergraduate 'Student Support Initiative' modules;
- Worked as Designer and Formatter for the Collegian newspaper;
- European Work Experience at Denmark's Berlingske Tidende newspaper;
- Enjoy DJ-ing and producing own music through Funkdub;

Exhibited artwork at:

- Washington Arts Centre;
- University of Northumbria;
- Chester Degree Show;
- Victoria Art Gallery, Preston.

REFERENCES

[Available upon request]