

- Key skills
- User interface design and development
  - Brand personalities and implementation
  - User experience design
  - Illustration and storyboards

Computer skills	Proficient in the following applications	Intermediate
	Photoshop	Illustrator
	Fireworks	Quark Express
	After Effects	InDesign
	Flash	DVD Studio Pro

## Employment history

### Livebookings Ltd

February 2010 - Present (7 months)

<http://www.livebookings.co.uk/>

Digital & user interface designer

I am currently employed as a digital and user interface designer creating engaging web sites and rich internet applications with a focus on ux.

#### CORE RESPONSIBILITIES

- Creating rich internet applications for online restaurant management systems including user accounts
- Updating and implementing brand personalities
- Presenting best practise for usability through design with a focus on user experience

### Camelot Group

October 2007 - December 2009

[www.national-lottery.co.uk](http://www.national-lottery.co.uk)

Middleweight digital designer

I was part of the core team of designers involved in the massive rollout of the new National Lottery web site.

#### CORE RESPONSIBILITIES

- Documenting workflow processes and brand guidelines
- Coordinating with information architects to develop wire frames and pixel perfect mock ups
- Creating artwork to be used in user testing groups
- Conceptualizing artwork for new marketing message strategies
- Execution and delivery of promotional Flash banners and movies for new games and seasonal messaging.
- Liaising with the HTML department, problem solving accessibility and usability issues

### Truworths

October 2004- April 2007

<http://www.truworths.co.za>

Motion graphics & print designer

I worked as a graphic designer in the trend orientated fashion studio in South Africa's biggest fashion retailer.

#### CORE RESPONSIBILITIES

- Delivering branding for six fashion labels
- Art directing the biannual seasonal fashion dossiers and overseeing the printing process
- Created visually inspiring, information rich trend and fashion updates in movie format using After Effects and Final Cut Pro
- Liaising with the buyers to produce graphic prints and imagery

### FNB International Bank

January 2006

<https://www.fnb.co.za/>

Freelance animator

I was brought on board to creatively encourage the employees to learn more about their company through a series of animations linked to a competition.

#### CORE RESPONSIBILITIES

- Conceptualizing, Illustrating and development of an internal company mascot
- Creating and executing 3 animated shorts
- Illustrating the mascot for internal promotional purposes featured on stationary, internal comms and a life size mascot suit

## Atomic Visual Effects

June 2004 - October 2004

<http://www.atomic-vfx.com/>

Maya operator

This 3d Maya position was a project collaborating with the University of Cape Town.

We were responsible for creating a graphic interface from environmental elements through to a fully integrated character library where you could create, customise and add animations to the character.

The application is called Caveat and more information can be found at this link: <http://people.cs.uct.ac.za/~edwin/Projects/caveat.html>

### CORE RESPONSIBILITIES

- Realistic low polygon modelling of characters for a character library
- Preparing the polygon mesh for texturing and creating textures from photographs
- Animating sequences using live video reference to create an animation preset library

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## Miros Productions

February 2004- Apr 2004

<http://www.miros.co.za/>

Designer & animator

I redesigned this film company's corporate identity, web site design, street facing signage, covers for their director's DVD showreel including a motion graphics title sequencing for the intro loop and 3d animation for a water conservation documentary.

### CORE RESPONSIBILITIES

- Corporate Identity
- Corporate signage
- Animated title sequencing for director's showreel and DVD packaging
- Web site design
- 3d animation for documentary; modelling, texturing, animation, lighting and rendering

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## Education

### Short courses

#### Screen Printing

Tuckshop Print Dalston  
2009

#### After Effects CS3

[www.sohoeditors.com](http://www.sohoeditors.com)  
18-20 York Buildings  
London, WC2N 6JU  
2009

#### Final Cut Pro

Project 3 Apple Centre  
<http://www.project3.co.za/>  
2006

#### Adobe Flash CS3

Central Saint Martins  
Flash Web site Creation  
<http://www.csm.arts.ac.uk/>  
2009

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## AAA School of Advertising

1999 - 2001

Cape Town

<http://www.aaaschool.co.za/>

Diplomas in:

Visual Communications

Marketing Communications

Desktop Publishing Multimedia:

Specialization in

Freehand

Photoshop

Quark Express

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## Universal Computer Arts Academy

2002 - 2003

Cape Town

<http://www.uca.co.za/>

Alias Wavefront certificates:

Maya fundamentals,

Maya Character Animation

Discreet 3d Studio Max certificates:

3d Studio Max fundamentals

3d Studio Max Character Studio