

## CAREER OVERVIEW

I have been working within the digital industry for over 3 years. I began as a designer for a digital agency and acquired a range of skills as a developer, client liaison and project manager. I have focused my interests towards front-end development with a passion for user experience theory and information architecture. I am an efficient multi-tasker and pay close attention to detail with hand coding websites, ensuring my code is up to W3C Standards and the best examples of usability and accessibility.

## PERSONAL DETAILS

**Nationality:** Australian

**Visa:** Working Holiday Maker

**Interests:** Dancing and Jazz/Blues music; Travelling, History and Sociology.

## EMPLOYMENT HISTORY

### Freelance – Interface Designer / Front end Developer

Current

I have worked independently on several projects for small companies in creating new websites, which involve:

- Creating a consistent brand for website, printed materials and email correspondence;
- Developing a W3C compliant front end system;
- Being up to date with the latest technology, web standards and accessibility; and
- Launching a CMS based website with PHP/Smarty functionality.

a muse design contains my collection of freelance websites, which can be previewed on my portfolio at: <http://www.amusedesign.com.au/index.php?page=portfolio>

### BP – Front end Web Developer – Fixed contract

Current

At BP I am assisting the new launch of the Careers, Technology and Sustainability landing sections of the BP Global website. I work with a contract company to upgrade the BP XML templates to be inline with w3c standards and upgrade the sites resolution to 1024 from 800 by 600 resolution.

### SAS Design – Front end Web Developer – Fixed contract

October 2009 - January 2010

While at SAS I have helped with the template build for the new Savills website and am heading the web build of the new BBA Aviation website. I have also worked on projects such as Slaughters and May, KPMG, Ernst and Young Spring Campaign and BP in updating and creating XHTML, XML and CSS layouts.

### Reactive – Front end Web Developer – Fixed contract

September - October 2009

While at reactive I was in charge of the Tesco Magazine website, November – December edition. I managed the creation, designing new templates, coding and testing the website.

### AKQA – Front end Web Developer – Fixed contract

September 2009

I supported the Nike project with building several XML / flash based pages. My role involved creating and organising assets, coding XML and fixing bugs.

### SAS Design – Front end Web Developer – Fixed contract

August - September 2009

I supported the development team in several projects, which were launched consecutively. I assisted SAS with XML, HTML, CSS and flash coding on projects such as BP and Diageo.

**BP – Web Developer and Accessibility Consultant – Fixed contract**      **December 2008 - June 2009**

During my time at BP I worked with a team of project managers in launching a series of reports on BP.com. I liaised with several third-party companies to provide design and development solutions for the BP.com platform such as SAS, WIPRO and VSA. I helped improve:

- Accessibility standards with custom XHTML fixes;
- Consistency across the global BP website;
- Creation of new process documents to manage complex XML Flash Tools; and
- The BP.com team's development skills and understanding of XHTML/CSS and accessibility guidelines.

**Friday Media – Email Marketing Manager and Assistant Producer**      **January 2008 - July 2008**

Friday Media is a digital agency in which I was part of a team of professionals who provided services to high profile clients and sub-divisions of large corporations. During my time at Friday, I developed my skills in client and project management.

**Email Marketing**

I helped to develop email campaign procedures and client-management guidelines. I fully managed the email marketing system and liaised with the client after the contract was finalised.

- Designed and produced several HTML email templates
- Fully managed campaigns that were sent to databases of over 1000 email addresses
- Conducted client training session on e-marketing software package and templates

**Assistant Producer**

- I handled the scoping, budget and proposals for small projects based in the real estate industry;
- Researched new technology, digital trends and online marketing for new projects; and
- Researched web standards, W3C standards and new techniques to implement accessibility features.

**Miscellaneous Tasks**

- Aided in the production of Kikki-K flash banners, created under tight restrictions; and
- Created interactive banners featuring Google maps using CSS and JavaScript.

**- Search Engine Optimization Skills**

I was responsible for implementing Search Engine Tools into the following websites:

- [Furnace Engineering](#)
- [Hannan IT](#)
- [Friday Media](#)

**Friday Media – Information Architect**      **July 2007 – July 2008**

In my role I worked with the project manager and business development manager in creating sitemaps, wireframes and flowcharts for upcoming web design briefs and online applications:

- [Try Youth](#)
- [Hannan IT](#) - I created and managed the content inventory
- [Heidelberg School Artists Trail](#)
- [Furnace Engineering](#) - Content Input and inventory
- [Pinnacle Training](#)
- [Vic Parks – Ranger Roo Children's website](#) - created flow charts for several online games

**- Online Applications and Communities**

- [Independence Solutions](#) - Online application for an internal online ordering system

The criterion for Independence Solutions was to create a digital interface for an online system, which featured a login page, interface and logout page.

- [ESO Australia](#) – Online networking portal for Engineers

It featured a supplier's search feature and equipment product catalogue, with an online jobs portal and forum. I created the sitemap and process flow charts for the website as well as testing all functionality.

### Friday Media – Web Designer / Front End Developer

April 2007 - June 2007

I began my career with Friday Media as a Web Designer / Front End Developer and I was responsible for the updates and maintenance of over 100 websites.

- Dealt with the client in creating new solutions for existing websites.
- Input content and created style guides for recently launched websites
- Created splash pages for upcoming websites as well as designed promotional buttons and banners
- Dealt with several support issues involving email, spam and CMS systems support
- Created contact forms for small websites with PHP and Smarty programming languages

### The Events Company - IT Production Executive

January 2006 – March 2007

At the Events Company I was head of the all I.T. productions, which included dealing with marketing firms, events managers, exhibitors and clients such as Telstra. My duties ranged from:

- Maintenance and content management (joomla CMS) of the business show website
- Creating digital interactive magazine and designing brochures and The Business Show Magazine
- Liaising with print companies, clients and web support teams.

## DIGITAL DESIGN SKILLS

	Digital Design Skills	Coding Skills
<u>Proficient</u>	Adobe CS2 to CS4 Suite	HTML, XHTML, CSS, XML
	Macromedia Suite	Hosting (PLESK) and Email Marketing Systems
	Email Marketing Templates	Cross browser and usability testing
<u>Familiar</u>		ASPx, PHP, MySQL, Javascript

## EDUCATION

### Masters in Multimedia

Monash University  
Caulfield, VIC, AUS

2005 - 2006

### Bachelor of Arts

Monash University  
Clayton, VIC, AUS

2002 – 2005