

## Experience

### IconNicholson | Art Director

Nov '03 › present

Working in User Experience to conceive and develop creative solutions and strategies for websites and online application development, banner advertising, exhibition and interactive physical spaces.

### Archetype Group Inc. | Creative/Managing Director

Jan '03 › Jan '04

Design and development of creative solutions for web, presentation, video game interface, online and offline marketing materials.

### Riptide Creative | Lead Web Developer › Group Creative Director

Apr '00 › Dec '02

Over the course of 2 years and several acquisitions, I was promoted from Lead Web Developer to Group Creative Director of a team developing creative interactive solutions for websites, presentations, online applications and offline marketing materials.

### Crombie Anderson Associates | Multimedia Consultant

Sep '99 › Apr '00

Independent consultant in the development of web solutions and presentation material for established design agency.

### Friend Design | Multimedia Consultant

Oct '99 › Jan '00

Implemented a new interactive/web team into a traditional print agency in Dubai, U.A.E.

### Lernout & Hauspie | Lead Designer (Interactive Media)

Sep '97 › Sep '99

Design and development of web solutions for large scale corporations and government agencies.

### Cactus ID | Multimedia Developer

Jun '96 › Sep '97

Design and development of creative solutions including interactive presentations, exhibition design, web design and offline marketing materials.

## Education

BSc (hons) Industrial Design (Technology)

PgDip Multimedia Technology

Napier University of Edinburgh

## Skills

Have worked with a wide variety of clients, from large corporations to small independent companies. Additionally, I have been lucky enough to work in a broad range of disciplines, from exhibition work to web and motion, all from an origin of product design. This wide range has given me a strong base from which to draw on my creativity and often allows me to think and look at problems differently. Being involved in many disciplines has also given me a strong understanding of the applications and skills needed to get results.

A strong ability to collaborate with teams and work well with other creative's whether they be visual design, copy or strategy.

Strong knowledge and background in designing and building interactive experiences including a good understanding of user behaviors, interface development, and an understanding of the technologies used to enhance web and interactive experiences.

## Examples

With the web moving at such a fast pace it is difficult to always give an accurate representation of your best work with live samples. Many sites change and often the best work never comes to fruition due to budgets and timelines. As a result I have the majority of my work, live sites, pitch work, concepts, animation, etc. online at

<http://www.ididthese.com>

## Recognition

### Social Retailing

Recognized as one of *Time* magazine's inventions of the year, 2007.

### MasterCard Worldwide Centers of Commerce

Recognized with a Stevie Award for "Best Jump Page," 2007.

### Layout Making it Fit — Rockport Publishers

Various design projects featured. 2003.