

CRAIGDODD

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PROFILE

A motivated Interactive Designer who has gained broad technical, interpersonal and business skills within advertising.

INDUSTRY EXPERIENCE

2004–Present: Web Developer, Stafford Long and Partners Ltd, London

I am responsible for designing and developing interactive content and web solutions for national and international clients in a range of industries.

Other responsibilities:

- Front/back-end programming and web design
- Creating flash content
- Producing and directing video content
- Developing user experience
- Developing agency pitch standards and reviewing the pitch process (this significantly increased the rate of new clients wins in 2007/08)
- Providing consultative advice to:
 - The creative team (internally advising on possible interactive solutions)
 - The digital media planner (directly providing creative solutions to clients)
 - Agency directors (advising on current web standards)

Past/present clients include: Bank of England, Barclays Capital, Carbon Trust, Danone, DSTL, IBM, KPMG, Ladbrokes, Mouchel, Pizza Hut, RM, Schroders, Severn Trent Water, Southern Railway, Thales.

AWARDS

www.thoughtprovoking.co.uk

Award(s): 2007 RAD – Best Employer Website; 2007 ERA Award - Best Website

<http://www.rmcareers.co.uk/virtualworld/>

Award(s): 2006 Ri5er Award

www.cosmicnumbers.co.uk

Award(s): 2004 AECT, Siggraph, BEA Honorable mention and Europrix

EDUCATION

2001-2004: **University of Staffordshire** BA (Hons) Interactive Multimedia (2.1)

- **Modules covered:** Graphics, Computing, Animation, Audio & Video, Interactive Design Theory, Accessibility & Usability Design, E-Learning; E-Community; and New Interactive Environments.
- **Skills:** Developed an understanding of interactive multimedia, in addition to practical skills relating to current web industry standards, programming disciplines, web design and insight into the changing nature of interactive new media environments.

1996-2000: **Stratford-upon-Avon College**

- BTEC National Diploma in Computer Studies (merit)
- First Diploma in Information Technology Applications (pass)

1991-1996: **Kineton High School, Warwickshire**

GCSE's including English Language, Maths, Science (Double Award), Art & Design, Design & Technology (Grades C and above)

SKILLS

Software/Frameworks

Flash CS3, Photoshop CS3, Illustrator CS3, After Effects CS3, Dreamweaver CS3, Premiere Pro, Wordpress, Swift 3D 4.5, Maya 5, PhpMyAdmin, Gaia flash framework, YUI CSS framework, jQuery.

Programming Languages

ActionScript 2/3, JavaScript/Ajax, PHP5/MySQL5, XHTML/CSS

Additional Skills

Video Editing & filming; Sound Editing; 3D Animation & Modelling; Print Design; Flash Game Design.

INTERESTS

All aspects of interactive multimedia interest me, especially designing new and innovative solutions. I am always keen to develop my creative abilities using the latest software.

As well as socialising I enjoy travelling, cycling, film, music and am also a vinyl junkie!

References: Available on request