

OBJECTIVES

- Establish a successful career in Web design.
- Build on an extensive range of technical skills with suitably challenging projects to achieve further professional development.

PROFESSIONAL PROFILE

An imaginative and enthusiastic Web Designer, passionate about producing useable, accessible, effective websites. Quick to grasp new ideas and concepts, and to develop innovative and original solutions to problems. Highly motivated, capable of efficiently hand coding web sites in semantic XHTML and CSS to be compliant with web standards (W3C), WAI accessibility guidelines and DDA legislation.

Experience in:

- Website design
- Graphic design
- PowerPoint presentations
- Scientific poster production
- Desktop publishing
- XHTML
- CSS
- PHP (basic knowledge)
- MySQL (basic knowledge)
- Content Management Systems

TECHNICAL SKILLS

Software:	<ul style="list-style-type: none">▪ Dreamweaver▪ Photoshop▪ Paint Shop Pro	<ul style="list-style-type: none">▪ Microsoft Office▪ WordPress▪ FTP programs	<ul style="list-style-type: none">▪ Illustrator▪ Fireworks (basic knowledge)
Operating systems:	<ul style="list-style-type: none">▪ Windows XP	<ul style="list-style-type: none">▪ Windows Vista	<ul style="list-style-type: none">▪ Mac OSX

PROFESSIONAL EXPERIENCE

2006 - present **Freelance Web Designer**

Kate Findlay

www.katefindlay.co.uk

Overview: Kate contacted me to construct a new site to replace her 'A Guide to Network Marketing'. The new site promotes the use of Forever Living products and offers the opportunity to purchase the products.

Key Achievements: After being provided with the textual content by the client I delivered, from scratch, the website and accompanying graphical content. I also set up the functionality to shop via PayPal.

First Steps Children's Nursery

(site awaiting content)

Overview: First steps children's nursery operates from two centres in the West Midlands. For the original brief the clients had contacted me as they had been told that they needed a content managed area for a 'news and events' section and a photo gallery. They also wanted to employ some basic SEO strategies to increase their search engine rankings.

Key Achievements: Following our initial meeting it was clear that they did not need a content management system, just a link to a newsletter which they already produced in word format. We also decided that 'flickr.com' would be an ideal solution for a photo gallery.

I also informed the clients that their low search engine ranking was a result of the site containing no Meta data, and being constructed with images of text rather than actual text. The site also had a general

lack of structure with no page tiles or alt tags and the menu system contained a JavaScript error. I have subsequently been asked to re-design the site for the clients to make it more usable and search engine friendly.

A Guide to Network Marketingwww.in2prosper.com/MLM

Overview: A guide to network marketing is an 'advertorial' style website explaining the theory behind Multi Level Marketing and promoting a marketing opportunity.

Key Achievements: After being provided with the textual content by the client I delivered, from scratch, the website and accompanying graphical content.

The Real Britain Companywww.realbritaincompany.com

Overview: The Real Britain Company (RBC) is a new start-up company which provides custom travel itineraries primarily for overseas visitors. The brief was to deliver, from scratch, a new website to promote the company.

Key Achievements: The RBC had a good idea of the content of the website, they also knew that they wanted a logo but were unsure of the look and feel of the site. After an initial consultation I produced several designs for a logo which, once finalised, provided me with an idea of the colour scheme to use for the site and that the site should have a classical/formal feel to it. I provided many of the photographs used for the header images and I also created a 'clickable' map, used to give details of the areas of Britain.

Subsequent to finishing this website I have been contracted to add a testimonials page and also to produce an advertisement poster to promote the business/website.

1997 -2006 Post doctoral research scientist.

Various posts within the University of Birmingham. During my time as a research scientist I gained many transferable skills including the ability to:

- Work independently or as part of a team.
- Manage time effectively and meet tight deadlines.
- Communicate ideas and information verbally to large audiences.
- Think quickly and adapt to new concepts.
- Supervise projects and people.

EDUCATION

Ph.D., Immunology, 1997 • University of Birmingham

Bachelor of Science Degree (Hons) 2.1, Biology, 1993 • University of Portsmouth

2 'A' Levels, 1990 • Broadoak Sixth form college - Weston-Super-Mare

8 'O' Levels, 1987 • Worle Comprehensive School - Weston-Super-Mare

REFERENCES: available upon request.
