

# Curriculum Vitae - Richard Dee - 03.11.79

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## Summary

I'm a talented and enthusiastic team worker with a varied set of technical and design skills. I particularly enjoy challenging projects, the tougher the better!

I love working as a designer, an animator, an illustrator, a programmer or even better as a combination.

When starting a project I take care to understand all aspects of the design and technical build, whichever part I am working on.

I can evaluate prospective ideas in terms of design, usability, technical feasibility and build time.

As a designer, my deep technical understanding makes the developer's job easier.

When undertaking programming, I have a designer's eye for detail - so the project comes out pixel perfect first time.

Where responsible for both creative and technical aspects, I'm usually much quicker than several people working separately.

I'm a very quick learner, and my favourite job is the one that pushes my skills and experience further.

Oh, and I'm quite modest really too ;-)

## Recent Achievements and Experience

**2009/10 Freelance** - Currently I work as a freelance designer / developer, working with agencies as well as on many directly commissioned projects of increasing scope and complexity. Many more of my recent projects and commissions can be found on my current website - <http://richard.dee.im>

**createwallart.com** - the successful online canvas company createwallart.com, who's Flash / PHP hybrid website allows users to upload their own images, crop and resize them, accurately preview them, and process them in a shopping basket system integrated with paypal. I still perform all development work for this - from the website to the backend order system, database and management applications.

**supermarketsarah.com** - Featured in the Sunday Times, Evening Standard and on TV (BBC2 News) this online shopping site features a simple wall approach for the main shop and an incredibly easy to use interface, which makes the site popular with target audiences of all types. The site is designed to be a replica of the way people adorn their walls with things in the real world. From a small market stall, supermarket sarah has now run popup shops in Selfridges' Regent Street store and other retail shops. BBC Feature - <http://www.youtube.com/watch?v=cdDw7Km1674>  
"Supermarket Sarah was there first" - *Sunday Times STYLE*  
'A wonder wall of constantly changing online finds' - *Daily Mail*

**2008/9 Thisadwillchangeyourlife** - I was recommended to this interesting internet start-up by Poke. Originally hired as the web designer / flash animator, I was invigorated by the entrepreneurial spirit of the founders, which lead me to broadening my skill set. I was able to greatly improve my PHP / CSS skills while working there, so much so that when the PHP developer left before the end of the project, I took over many of his duties in addition to my own and they did not need to hire a direct replacement. By the time I left we had developed a site that let users create dynamically customised flash adverts for themselves, including custom images and effects. I'd also made many many templates and designed and built most of the frontend for the site in php / css (working with a backend java developer).

**2007/8 Mammal Design** - After leaving Poke looking for new challenges, I came to work at Mammal again, this time with a much improved set of web development skills. I continued to learn more by working on large content managed websites, and honed my skills at planning and managing the development of the sites. I also set up the company's in house file server, web development server, and their backup solution. Also worked on print design, illustration and photography when the need arose.

**2006/7 Poke London** - After freelancing at this excellent London agency many times, Poke asked me to work full time for them as a digital advertising designer / animator. I advanced my existing skills greatly while I worked there, as well as learning a lot about online video compression & streaming - this culminated in creating, possibly the industries first, 468 x 60 delivering 16 TV channels across an ambitious media plan of third-party sites. Always in demand for projects, I was known to make slick flash adverts, in less time and in a smaller file size than anyone else. I was and still am driven by unlocking the action script that drives Flash and coding my own solutions instead of taking the built-in vanilla time-line animation approach.

**2004/6 Freelance** - Worked as a freelance web designer, online advertising producer / designer for a number of agencies as well as direct commissions for illustrations, websites and graphic design work.

**2004/4 Mammal Design** - Helped start up this new design agency with an ex Art Director from Agency Republic. Acted as the sole designer, web developer and photographer until the company was successful enough to hire a number of new employees. (Continued to work freelance for them until my full time employment at poke two years later)

**2003/4 Draft / Lowe London** - Digital Advertising Designer / Animator

**2002/3 Agency Republic** - Digital Designer / Animator

**1997/02 Freelance Graphic Designer** (some of it part time while at University)

# Technical & software skills

## Adobe Flash

Thorough knowledge of Actionscript, particularly for creating code to replace timeline animation effectively to meet ad specs  
extensive knowledge of compression and timeline animation  
extensive knowledge of scripted animation, particle or simulated gravity effects  
able to build complete flash websites, flash / database integration  
able to build flash games (2D / AS1 only)  
Filesize crunching extraordinaire. I love small file sizes! A project managers dream (says former colleague ollie digitoli@mac.com)  
Very fast at building / animating Flash adverts

## Web Design / Development

Great understanding of information hierarchy and user interface design  
Thorough knowledge & experience of building CSS / PHP / MYSQL dynamic websites  
able to set up online servers, domains, mysql databases  
able to build complex custom content management systems in php / mysql (or modify existing)  
Love to squeeze every last byte of my work down to speed up user experience

## Online Advertising

Lots of experience dealing with custom ads and video streaming through flash talking  
Lots of experience using dart-motif, eyeblaster & FlashTalking ad serving systems

## Adobe Photoshop

Extensive knowledge: experience as a professional retoucher, photo editor, web designer, web compression and web design.  
Extremely fast - I love keyboard shortcuts. Whatever needs to be done to an image, I can do it to a very high standard and quickly.

## Adobe Illustrator

Illustration, creating vectors from photographs, technical drawings, web vector art creation, & print design

## Adobe After Effects

video editing and compression, green screening, masking, alpha transparency for flash,  
producing branded graphical packages & assets for title-ing, interstitial, overlays etc.

## Adobe Indesign

Print design, multipage document layouts, PDF creation

## Graphic Design / Printing

Good knowledge of and experience with dealing with both digital and lithographic printers  
Experience designing promotional material, brochures, stationery and corporate id.

## Photography

pack shots, outdoor shots, motor-sport, architectural, live bands  
lots of experience with canon digital SLRs (18,000 photos with mine so far)  
Extensive retouching experience  
I art directed and professionally lit a shoot for the prestigious guidebook "The Hedonist's Guide To Life"

## Other skills

Computer maintenance, networking, fixing minor software faults (mostly mac)  
I am exceptionally quick and enjoy learning new technical and software skills as required by job.  
Maintain several custom linux web servers, hosting a number of websites for myself and my clients.  
comfortable in the linux console (though not an expert by any means)  
I enjoy teaching computer skills to others

## Education

BA Hons Visual Information Design (2.1 from Ravensbourne) (Graphic design by another name)  
A Levels - Design Technology, Maths, Physics (A,B,C respectively)

## Hobbies / Interests

Classic car mechanics, electrics, in car audio  
(I run and am currently restoring a 1965 Ford Cortina and a 1983 VW Santana)  
Collecting and restoring vintage electronic equipment and computers  
Contemporary Ceramics  
Abstract hand drawn art  
Photography  
Dancing