

JAMES FLOOD CURRICULUM VITAE

Personal Information

I am passionate about design, layout, visual imagery, the generation of graphic ideas and type. I have more than eight years' experience working as a designer, the majority of which have been within a design agency environment. During this time, I have dealt with clients and been involved in projects from initial briefings, through to their realisation. I am looking forward to continuing to widen my technical and design capabilities with exciting new projects.

Work History

Digital & Graphic Designer

Basis Research (employed: 2009 - current)

Creating graphics, icons, logos and visual assets for various sites as well as Flash presentations. In addition, in recent projects I have programmed and designed an online diary to gather data from over 50 respondents. Currently working on a user content generated video uploading site. Projects have required not just graphical expertise but also getting to grips with whatever programming skills maybe needed for the task.

Designer

And Advertising (employed: 2006 - 2009)

Working with a range of large corporate clients from Nando's and ITV to smaller retailers and consultancy firms. Liaising direct with clients when necessary, taking briefs, generating ideas, scamping up and realisation of viable design solutions. Creation of And Advertising's website (www.weareandsome.com) and employee engagement HTML emails. Set up a micro-site for ITV Studios (www.i-am-tv.com) to encourage fresh talent to join as interns in a new scheme, which has proved to be a very successful campaign.

Artworker & Designer

Associates in Advertising (employed: 2004 - 2005)

Design of recruitment and property advertising. Working under pressure to produce work within hourly deadlines.

Junior Designer

Newsquest Ltd (employed: 2001 - 03)

Designed advertisements, promotions, features and fillers for a wide variety of publications within a regional series of newspapers and magazines.

Freelance Work

www.christopheraeburn.co.uk (2008 - ongoing)

I have designed, created and maintain a website for an independent fashion label. Have just finished a customised shopping cart and e-commerce section for this site.

www.istreak.com (2009 - ongoing)

A user-content generated video uploading website for a Casino who sponsor this site.

Additional work

Have undertaken a broad range of other projects, including a XML driven gallery for a photographer, and web presence for a well-known illustrator, as well as undertaking projects for a computer games company, producing PDF and printed newsletters and animated Flash banners.

Contact

www.jamesflood.me

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Key Skills

- Excellent skills in Flash, Photoshop, Illustrator, Dreamweaver, HTML, CSS, Actionscript, Fireworks, InDesign and QuarkXPress
- Basic knowledge of XML, PHP and MySQL
- Currently learning and starting to use JavaScript and various JavaScript libraries (MooTools and Spry)
- Strong design appreciation and skills
- Experience of website creation, HTML email campaigns and Flash banners and animations

Education

Bath Spa University College

(graduated: 2001)

BA Honours Graphic Design: 2.1

Kingston University

Art Foundation Course: Distinction