

Michael Maddison

Curriculum Vitae

PROFILE

I am an Art & Design graduate looking for a permanent position in a Creative Design role. I am a dynamic, ambitious, highly motivated individual with a desire for excellence. I consider myself to be highly creative & I pride myself on my communication skills. I have a flexible, wide-ranging design style that can meet the diverse needs of any client, & over 6 years experience of commercial design, creating innovative web & new media design, animation, & corporate branding from concept to delivery.

I have worked in my current post as a Multimedia Designer for over 4 years where I specialise in the design & production of bespoke new media solutions which excel in presentation, usability and functionality.

I have proven ability to work well in a challenging, highly charged creative environment & expertise in working closely with a wide range of clients to realise the full potential of any project.

RELEVANT SKILLS

- Experience of IBM compatible PCs running Windows, Apple Macintosh OS9/X & cross platform compatibility
- Web Design — Hard coding HTML/ASP/CSS, Dreamweaver & FrontPage, CMS, browser capability & search engine optimisation
- Creation of interactive vector animation, website & game design — Flash/Actionscript & Fireworks with XML & database interaction
- Multimedia Production — Video, CD/DVD-Rom, Animation, Streaming media & Email/PDF/Powerpoint templates
- Extra Curricular Artwork — Murals, Photography, commercially available pen & ink drawings, digital artwork & oil painting
- Graphic Design & Optimisation for Print & Web-based Media — Illustrator/Photoshop
- Corporate Identity building & Logo design
- Promotions & Marketing — Writing Press Releases, Co-ordinating Campaigns
- Microsoft Office - MOUS certified
- Project Management & Presentation
- Examples at www.michaelmaddison.co.uk

EXPERIENCE

May 2003 - Present Northumberland County Council
Communications Team
Multimedia Designer

A full time position working for the largest organisation in the County within the multi disciplined Communications & Marketing team. Responsibilities and achievements:

- Creating & maintaining a wide range of HTML/ASP/Flash websites to DDA/W3C accessibility guidelines, creating & managing content for the County Council portal - Clients include The Northumbria Fire & Rescue Service, The Experience Woodhorn Project, The Library Service, & Senntri.
- Multimedia production - Video, CD/DVD-Rom, Animation, Streaming media & Email/PDF/Powerpoint templates, brand & logo design & creating & optimising graphics
- Working closely with the Press Office, Graphic Design & Marketing Teams to produce co-ordinated internal & external communications both printed & electronic.

January 2002-June 2002 NCFE
Administration Assistant

- A temporary position working for a large exam board.

July 2001—December 2001 Tagish Ltd.

Trainee Web Designer

A placement with a company specialising in e-commerce. Key responsibilities and achievements:

- Assisting in the design and construction of HTML sites using Dreamweaver, Photoshop & Flash, both in-house and commissioned from a wide client base
- Collecting and processing data for use in conjunction with sites
- Liaising with customers, both via telephone and in person

June 1999—July 2001 & June 2002 — May 2003 Dugong Animation

Animator/Graphic Artist

A significant position at the animation studio of Oscar nominated animator Peter Dodd.. Key responsibilities and achievements:

- Working closely with Mr. Dodd in the production of hand drawn, digitally manipulated animation projects
- The conversion of hand drawn frames into digital media via Adobe Photoshop & Premiere
- Creative input and artistic direction

EDUCATION

2004 Gateshead College

- Level 2 City & Guilds ASP.NET *ASP.NET coding, Visual Studio & Web Matrix*

2002 Gateshead College

- Level 3 City & Guilds Web Design *HTML Coding, Dreamweaver*
- Level 3 City & Guilds Vector Animation *Flash & Actionscript*

1997-2000 Lancaster University

- BA (Hons) degree in Art & Design *Modules included Fine Art (Painting & Sculpture), Life Drawing, Digital Imaging, Desktop Publishing & Product Design*

1996-1997 Newcastle College

- HND in Art & Design *with Graphics Specialism*

1991-1996 The Duchess's High School, Alnwick

- 3 A-levels: *Including Art [B]*
- 9 GCSEs: *Including Art Technology [A], English [B], & Maths [B].*

PERSONAL DETAILS

- Date Of Birth: *29th January 1978*
- Marital Status: *Single*

INTERESTS

Interests at University included working with the student magazine, & captaining the tennis and badminton teams. I play the guitar and am a member of the NACF (National Arts Collection Fund). I also enjoy travel, & recently spent a month driving across Mid-East America.

ACHIEVEMENTS/SUCCESSSES

I received a commendation from The Royal Television Society (for animation), won the Duke of Northumberland Memorial Prize For Art, and captained my Badminton team to victory in the North-East Championship. My artwork has been exhibited at various exhibitions across the country, and in 2003 I held my first solo exhibition at the Bailiffgate Museum in Alnwick.

REFEREES

- Peter Dodd *17 Rue Mazet, Chabueil, 26120, France, The Drome.*
- Mr. Ian Reay *e-Communications Manager, Communications & Marketing, Chief Executive's Directorate, NCC, County Hall, Morpeth, NE61 2EF*