konch

A digital Art Director with a solid understanding of HTML coding, progressive CSS, jQuery & Flash Actionscript. Along with a passion for design I have a lust for technology, video games and almost anything with a digital user interface.

EXPERIENCE

Art Director/Senior Designer · The Walt Disney Company Limited (June 2009 - April 2010)

Liaising with the Head of Design I created a series of wireframe documents, functionality modules and early design treatments for "The Princess and The Frog" site. Using those documents an external agency developed the site under our art direction. Upon delivery of the completed site I developed further design elements and added additional CSS enhancements. The franchise site is a first for Disney UK as it uses a combination of HTML, CSS and jQuery rather than relying solely on Flash.

Assisting the in-house design team on newsletters, competition pages and various image requests I also designed the "5 Minutes More" logo for the (now defunct) "UK Family" site. I redesigned and coded templates for the Disney "Talkabout" Intranet site and have been responsible for launching the TRON LEGACY teaser site which was a Flash to HTML, CSS & jQuery conversion to allow easier localisation and increase its SEO capabilities.

Associate Art Director/Creative Tech Lead · TBG London (2006 - 2009)

Working for a variety of clients including Unicef, American Express, Harrods, Moneysupermarket.com and Ladbrokes I was responsible for the design, art direction and production of Flash ads, websites and exit traffic pages. Under the role of Creative Tech Lead I managed development of the creative team's technical skills, oversaw the majority of HTML, Flash Actionscript and any other technical work produced. In addition, I was responsible for managing junior and middleweight designers as well as external agencies and freelancers.

SIGNIFICANT PROJECTS

TBG website redesign and company rebranding (2007/08)

From initial brainstorm to final build I designed, managed and built all of the site assets. This included user journeys, wireframes and internal usability studies on working templates. I coded the front-end of the entire site while liaising with a PHP developer to integrate it into a bespoke version of the WordPress publishing platform. The new site design led to a company wide rebranding in which I produced design guidelines and visual assets.

Unicef "Ideas to Give" (2008) - www.ideastogive.com

Having helped develop the "Ideas to Give" concept, I also met directly with Unicef, liaised with their technical team and managed an external developer who worked on project. I designed and built the front-end of the "Ideas to Give" site, which included developing a new donation user journey to streamline the process and engage the user. The aesthetic was then carried through to the supporting advertising.

Moneysupermarket.com live XML fed comparison ads - Flash and XSL variations (2007 & 2009)

Harnessing live XML data feeds from Moneysupermarket.com I produced one Flash based and one XML/XSL based ad that gave the ads realtime rates and prices. I also built an additional XML feed into the Flash variant that would display related product information unavailable through the regular feed.

Harrods "Design Icons" QR Code campaign (2008)

I was heavily involved in what was considered a major coup for the traditional Harrods store. The campaign used a combination of social platform marketing alongside print and web advertising. The additional use of QR codes within these marketing materials garnered excellent PR with both The Times online and the Washington Post covering the campaign. This ensured their "Design Icons" lectures were oversubscribed and that the client regarded the campaign as a complete success.

Multimedia Designer · MTV UK (2000 - 2006)

Learning from the ground up I soon became responsible for the design and production of MTV's UK & Ireland digital properties, managing freelancers, overseeing design projects handled by external agencies and providing training and support for team members. I designed and produced sponsored microsites for external clients such as Vodafone and T-Mobile, along with numerous internal brands and properties. I also handled proof of concept and UI design for emerging technologies such as mobile phone and interactive TV applications.

SIGNIFICANT PROJECTS

Pimp My Ride UK (2005) - www.konch.net/portfolio/pimpmyride/

The Pimp My Ride UK microsite was a collaborative project led by the internal MTV design team out of a desire to outdo anything an external agency could produce. All production tasks were delegated out to whoever was available and my responsibilities included: the initial concept for the site, design and mockup of the UI and locations, sourcing of images, photography of elements, editing of green screen footage, animation editing and syncing, Flash Actionscripting, and the HTML build.

I also created and developed an inline advertising solution which enhanced the user experience by making the advertising blend into the aesthetic of the site. This led to a noticeable uptake in "click throughs" over a regular advert placement.

Redesign of mtv.co.uk (2004)

Having previously been involved in two other MTV site redesigns I was given the opportunity to lead all aspects of the build of the mtv.co.uk when it moved to its, then new, CMS platform ATG Dynamo. Working alongside the development team I produced wireframes, graphical assets, design guides and assembled the majority of the front-end code. I also developed a unique "Content & Advertising delivery system" for the homepage which still exists today albeit in a different form.

Further information on all projects can be obtained via konch.net, konch's blog at http://blog.konch.net/ or by following @imcconchie on Twitter

EDUCATION

BA Honours Degree in Graphic Design · Swindon College of Art & Design (1998-2000)

HND Graphics and Illustration · George Street School of Art (1996-1998)

REFEREES

Available on request