

Michael Hughes

contact through www.mfhughes.com

Personal Profile:

A creative and innovative designer with good organisational skills, I have 12 years experience in agency/industry environments and a design degree from Coventry University. I have worked on both small and large design projects, and I have the ability to plan time effectively and meet tight deadlines. I am used to working both on my own and in teams for external clients and internal marketing departments, taking briefs for a wide variety of media work. I have worked (either directly or through agencies) for clients such as JCB, Samsung, The BBC, Microsoft, ADP and a number of computer components vendors. I have the ability to solve complex design problems, usability issues in interactive design and have expertise with production for web, print, CD-Rom and video. My objectives are to produce quality work in a creative environment, and to push the boundaries of the design and delivery mediums.

Work experience:

2003 – Present. Senior Multimedia Designer – ADP-Kerridge.

My main responsibilities are website and multimedia design, Flash presentations / CD-Rom / microsites, video production, design / maintenance of Kerridge's internet/extranet/intranet sites and also graphic design – brochures, magazines and flyers. I also design websites for external customers, primarily car dealers. I currently use the Macromedia suite, Adobe CS suite and Adobe video suite. I have created a number of multi-lingual media projects in Japanese, Dutch, French, Spanish and Romanian. I have recently produced a corporate DVD using 3D Studio, Premiere, After Effects and Encore.

2000 – 2003. Web Designer-Developer, Graphic Designer – Entamedia, (Design agency/department)

My main role was to design and implement websites, web games, multimedia applications and printed collateral. I met both with clients and internal departments, taking briefs and issuing project proposals, cost estimates, and print estimates. My responsibility extended to ensuring jobs are completed by the deadline, delivered on time and adhered to the correct corporate identity programme.

For many of these jobs, I worked with the programming section of the team, issuing them with instructions for the database-driven section of the website, after I took the brief from the client. I was responsible for client liaison after external projects were underway.

1994 – 2000. Designer/Illustrator – TTG Design (Technical publications / design agency)

In addition to working as illustrator and designer, I was also responsible for multimedia projects, handling these from the client/contact stage, through production and on to delivery. I was responsible for organising many resources from both other team members and different members of the main client company, JCB Excavators.

The bulk of my work consisted of technical illustration, multimedia programming in Director/Flash for CD-ROM sales and training presentations, Flash animations and graphic design. I have created a large number of black and white technical illustrations, colour illustrations and CAD computer graphics for magazines and brochures. I also created architectural visualisations from blueprints using 3D Studio Max, plus animated walkthroughs. I was responsible for the company website, www.ttgdesign.co.uk which shows examples of my 3D and technical illustration work.

Key Skills #1 : HTML, Web design and Cascading Style Sheets.

Web Design

I have worked on sites covering a wide range of topics, both small personal sites through e-commerce shopping sites and on to large corporate sites, both internet, intranet and extranet. I have maintained 300+ page sites for companies with over 1000 employees, working with other designers, using Dreamweaver templates and the page check-in/check-out features. I design websites for visual appearance, usability, and tidy, HTML/CSS. I usually work in Fireworks for the initial design, but have also used Photoshop and Illustrator for website design.

HTML & Cascading Style Sheets

I have many years of demonstrable experience writing standards compliant HTML/XHTML and cascading style sheets,

The best current example of this is my personal site, www.mfhughes.com. As all sites I work on, it is designed for easy maintenance and clear adherence to HTML, usability and accessibility standards. The site is also optimised for search engines and as such gets over 500 referrals a day from Google, MSN, Yahoo and others.

Other websites I have worked on either supplying either design, HTML or both are:-

www.kerridge.com, www.linewatch.co.uk, www.kas-systems.co.jp, www.allsortscolourprint.com, www.chilltrader.co.uk,
www.entaonline.com, www.entagroup.com, www.raf-fireservicemuseum.org, www.abcfireuk.com, www.hawkstone.co.uk,
www.alilindley.co.uk, www.whitehorsewine.co.uk, www.sunrise-online.co.uk, www.lordnelsonshropshire.co.uk,
www.galaxyarcade.co.uk, www.galaxygraphics.co.uk

Key Skills #2 : Flash Applications : Design, Actionscript and XML

I have designed and written a number of Flash presentations and websites, many of which have been created to take the place of a normal Powerpoint presentation. In particular I have written a number of applications which generate the presentation and navigation content from XML data. The presentations have needed both a high level of corporate style and a complex amount of Actionscript coding, and have been completed for very large corporate clients.

Other Flash applications I have created include several games, a graphical Flash chatroom based around a bar, a scrolling 3 level map of BBC Birmingham's Mailbox building, an interactive Periodic Table, a 3D isometric scrolling website, scalable / zoomable maps showing pipeline layouts around the UK and numerous microsites for a variety of products.

Key Skills #3 : Flash Games Design and Actionscript

I have undertaken several Flash game design projects both personally and professionally. I had the idea of a driving game where you could shoot speed cameras at the side of the road. The finished game is called Camera Killer and I promoted it using newsgroups, forums and the viral email power of friends. The combined traffic peaked at over 10,000 visits a day and has since brought over 2 million players to my website. The sequel I created later has also had over a million players and has since appeared on many other websites. It makes more sophisticated use of Flash and Actionscript, containing a tiled scrolling backdrop and mathematics / trigonometry controlling the car, bullets and drone cars.

I have since gone on to design and program a number of other Flash games, including a fruit machine, a version of asteroids and a bird flu themed game. These games and others I have designed can be found at www.galaxyarcade.co.uk

Qualifications/Education/Training:

BSc (Hons) Industrial Design. (Coventry University, 1991-1994)

A Level: Graphical Communication, Mathematics and Physics. (South East Derbyshire College, 1989 – 1991)

G.C.S.E: Graphical Communication, Art, Mathematics, Physics, Chemistry, Geography, English, English Literature.

Video compression overview and techniques. February 2005,

Introduction to Adobe Premiere. March 2005

Introduction/advanced Adobe After Effects. November 2005

Interests:

I enjoy travelling, cinema, Formula 1 motor racing, cycling, cooking, photography, computers, reading, arts, drawing, TV, model making and DIY.

Personal Details:

Name: Michael Fairley Hughes

D.O.B: 19 June 1973

Age: 33

Health: Good

Full Clean driving licence since 1993