
Samuel Smithson CV | Senior User Interface Specialist (Web/Mobile)

Date of birth: 17.05.1979 | Martial Status: Married | Health: Excellent | Driving license: Clean | Nationality: British

Samuel is a Senior User Interface designer/developer with over 9 years experience specialising in the creation of e-commerce, e-business solutions for retail and local government sectors, mobile and software industries. An energetic, confident and client focused IT professional now operating at a senior/manager level and leading a team of client-side developers, User Experience design and consulting roles. Responsible for all aspects of solution delivery from concept, through to development, design and information architecture. B.A. Honours graduate in Interactive Multimedia from the University of Staffordshire, Samuel has a broad range of design and multimedia based skills across numerous technologies. Quick to learn and assist others, he has excellent communication skills and the ability to trouble shoot complex implementation and deployment problems in a variety of countries. Recent examples of my work can be found at:

www.fortunandmason.com

www.nicorette.co.uk

www.nicorette.fr

www.nicorette-international.com

www.saffron-consultants.com

www.nicorette.co.uk/freshfruitfreedom

www.nicorette.co.uk/inhalator

www.mesmagoldcoast.com

www.ristretto.com

www.fathom-consulting.com

www.squaremilecoffee.com

www.royalexchangejewellers.com

www.exposureimages.co.uk

www.hands.co.uk

www.20ltd.com

www.lenleys.co.uk

www.edgeofarabiashop.com

www.mrclutch.com

www.beadles.co.uk

www.connectlaw.co.uk

www.drakeandfletcher.co.uk

www.northgate-group.co.uk

www.ibforum.co.uk

www.bracknell.ac.uk

offers.sky.com/Amazon/

www.fetchfordogs.com

www.exposureimages.co.uk

www.telspec.co.uk

www.khipu-networks.com

Skills.

1. Senior User Interface Specialist managing a team of client side designers/developers/SEO specialists across three office locations.
2. Vast knowledge and experience developing multi-cultural online/mobile applications across many countries on both WAP and 3G systems.
3. Expert experience with third party API's and integration with IVR, text messaging (O2) systems.
4. High level of visualisation and vector graphic skills using Macromedia Fireworks and Adobe Illustrator as well as bitmap and image manipulation skills using Adobe Photoshop.
5. Expert in analytic systems (Google, Clicktale, etc), funnelling and goal analysis online and in mobile systems. Managing campaigns and referrals on a day to day basis.
6. Excellent understanding of user needs and expectations with knowledge in such areas as Applied Human Computer Interaction and User Interface Design and Modeling.
7. Experienced Lead Designer responsible for planning, complete visual design of customers websites using CSS as a layout tool.

8. Able to communicate with clients on a professional and personal level to achieve on-time deliveries within agreed budgets. Experienced Lead Designer responsible for look, feel and complete design of customers websites using CSS as a layout tool.
9. Vast experience of working with many blue-chip clients including: Fortnum & Mason, Nicorette, Johnson & Johnson, Powergen, Vodaphone, McDonalds, Telewest, Fujifilm, Sky Digital and more.

Implementation. Languages. Knowledge.

- Excellent CSS/XHTML Frontend knowledge (hand code) All Semantic XHTML and CSS conforms to W3C
- Expert knowledge of XHTML Mobile 1.0 and iPhone development techniques/practices.
- Microsoft .NET framework, SQL Experience, XSLT, XML, DHTML, AJAX, JavaScript, PHP, Actionscript, Perl, DOM -
- Expert knowledge in W3C guidelines, Web Accessibility, Screen Readers, Interaction Design, Human Computer Interaction and all Adobe Creative Suite Applications
- Excellent understanding of user needs and expectations with knowledge in such areas as Applied Human Computer Interaction and User Interface Design and Modeling.
- Competent with both Apple MAC's and PC's

Achievements. Awards. Publications.

- June 2008 | **@Media 2008**. Attended leading CSS Conference in London, gathering information for Redbox Digital.
- August 2007 | **@Media 2007**. Attended leading CSS Conference in London, gathering information for Redbox Digital.
- June 2006 | **@Media 2006**. Attended leading CSS Conference in London, gathering information for G-Forces.
- January 2006 | **CSS Based CMS Tool**. Created an online CMS Software Product that uses identical Strict XHTML and object orientated CSS to alter entire sites with one click. Currently 150+ sites use the system, this is still growing.
- February 2004 | **Web Design Category Judge** in Gradex 04 for Staffordshire University. The graduate exhibition was created to showcase the final year project work of the students in the Faculty. The courses offered by the University appeal to a wide variety of students across a number of disciplines and this in turn, leads to a show where you can see robotic arms, airships, music videos, 3D virtual tours and e-commerce solutions all under the same roof.
- September 2003 | **Project Manager and Lead Designer** for the redesign of a large corporate website (Financial Times Mortgage Sub site) launched on time and within budget.
- July 2002 | Became member of the **Adobe aList**.
- September 1999 | **Beaweb.org** Announces Interactive Multimedia Competition Winner for Eden Industries

Career History.

July 2006 to present | **Senior User Interface Specialist, RedBox Digital Limited | London** | <http://www.redboxdigital.com>
Web Design/Software Company

Redbox was established in the UK in 2004 with the aim of providing the very best in digital creative, technical and consulting services. A Senior User Interface Specialist managing for the company providing web design and application design services whilst producing all mark-up for the user interfaces being designed.

Lead technically and managed a quit smoking online support programme for Johnson & Johnson. I created the architecture/user experience of the online system and also managed a team of developers to create the mobile system

backend processes. The application allows for input of habit and progress for the user within the programme. Developed in XHTML Mobile 1.0, the support programme has now been rolled out to 4 different countries across the globe, including China. Many handsets/platforms must have been catered for this this global rollout and understanding local markets was a must in this arena.

Providing leadership and knowledge to the design of useful, usable, and desirable user interfaces (both web & mobile) in a team environment whilst meet ingrequired legislation and guidelines. Creating and rationalising user-centered designs by considering market analysis, customer feedback, and usability findings. Designing and conducting usability testing on proposed designs, measure and report output. Using business requirements and market research to assist in developing use cases, high-level requirements. Designing the UI architecture, interface, and interaction flow of web applications. Developing conceptual diagrams, wireframes, visual mockups, and prototypes. Developing and maintaining detailed user-interface specifications. Presenting design work to the marketing team, product team, and executives for review and feedback.

Working closely with the development team and contributing to the team's shared knowledge of user-centered design and research methodologies with clients such as Sky, Propertyfinder.com, Fortnum & Mason, Johnson & Johnson, Nicorette, 20Ltd and Saffron Consultants among others.

April 2005 to June 2006 | **Senior Designer/Developer, Gforces Web Management** | Maidstone | <http://www.gforces.co.uk>
Web Design/Software Company

Senior Client Side Designer/Developer responsible for a team of two CSS designers within own department. Projects were executed from start to finish, both as part of the team and working alone. Overseeing all XHTML and CSS code, ensuring conformity and standards are met according to the documentation and guidelines I set out. Communicating and liasing with clients and all departments within the company on a daily basis. Creator of a software product from birth to its maturity showing AJAX technigues and modelling for user interaction which could be sold to resellers. Gathered relevent resources to meet the deadline of the brief given. Sharing information, documentation and problem solving with other team members was key to enabling others to develop the software in future versions.

Responsible for clients in both online and mobile platforms - including Mr Clutch, Red Bull, Intranet Bench Marking Forum and Claygate Bathroom Supplies. Also providing thought-leadership for design team and participating in R&D efforts for the company. G-Forces are the largest web development agency in the South East with a large team of programmers and Developers split between England and Poland.

Discussed and developed project briefs, storyboards and initial concepts with clients, with ongoing presentations and meetings throughout the creative process.

Responsibilities included:

- Creation of all Media assets
- Interpret and produce specifications for online clients
- Create simple but effective marketing awareness through different routes of advertising.
- Lead Development colleagues through the Prototyping stages.
- Knowledge in Interface Design

- Human Computer Interaction and Multimedia Design
- An Understanding of integration between design and technical principles in multimedia
- Competent and confident in using both design based and programming based applications

Key Roles:

- Designed and managed the production of client websites
- Created graphic identity system for online and offline applications
- Designed stationary, brochures, and user guides
- Specified grid systems, colours and layout templates for the site-wide redesigns including email templates
- Directed efforts for redesign and content reorganization
- Created site templates, image standardization as well as visuals for the company website
- Presented and carried out design and navigation concepts for the various Flash sites

May 2004 to March 2005 | **Middleweight Graphic Designer, Red Ant Design** | Maidstone | <http://www.redantdesign.com>
Web Design Company

A challenging role as it held responsibility for all design work within the company. Procedures have been implemented to ensure a smooth transition from initial brief to final outcome. Although mainly a website producers, Redant Design also supports their clients with printed marketing material. This role involves leading a small design team and its responsible for guiding the concept development, design and information architecture to create user-centered solutions for clients including Kent County Council, Department for Education, Cisco Systems, Data Integration, PointOne Digital and Reed Recruitment.

October 2000 to May 2004 | **Web Designer, Webscript Designs Ltd** | Tunbridge Wells, UK | <http://www.webscript.co.uk>
Cross-media design consultancy

Joined this Cross-media design consultancy to provide project management skills and experience of producing large-scale internet based projects. As Producer, created concepts in response to briefs, pitched these in presentations, and then followed through on wins, to project management and design direction on jobs for clients including Marston Hotels Ltd, Camelot, South East Tourist Board, Pure Productions, The Phillips Group, Mazda Cars Ltd, BT Swimathon, WWF, J.P. Morgan, The Financial Times. The company sponsored my final year of studies at university.

June 2000 to present | **Freelance Web Designer** | Gerrards Cross, UK | <http://www.samuelsmithson.com>
Redesign process consultancy, structural and visual design work. Worked for clients such as Caesar Ceramics Ltd, Data Valley Ltd., Revo Publishing Ltd, Pantiles Bride Ltd, www.thehaseleys.co.uk and various inner-design community charity works. Advised on expansion and application of existing Plan logic Ltd branding into new areas.

April 1999 to May 2000 | **Freelance Print Designer** | Slough, UK | <http://www.samuelsmithson.com>
Designed Corporate ID for use on web, print, signage and promotional material. Produced business cards, letterheads and other print material.

Education.

- Sept 1997 to July 2001 | **Upper Second Class Honours - BA (Hon's) Interactive Multimedia** | Staffordshire University, UK
Merits and distinctions in modules including: Hypermedia, User Interface Design, Visual Databases, Presentation Skills, Internet Publishing, E-commerce, Integrated Skills, 3D Modelling & Animation, Multimedia Development and Design
- Sept 1995 to August 1997 | **Distinction - GNVQ Advanced Business and Finance** | The Chalfonts College, Bucks, UK
- Sept 1991 to August 1995 | **9 GCSE's - grade C and above** | The Chalfonts College, Bucks, UK

Other experience.

2001 and 2002 | **February Milia Media Festival, Cannes**

Representative for Staffordshire University, demonstrating work from multimedia courses for potential employers and organisations.

Affiliations.

- June 2002 to Present | **(Ceng) Chartered Engineer**
- June 2002 to Present | **Approved Member** of the UK Web Design Association (UKWDA) - Web Standards Organisation in the UK
- May 2001 to Present | The **British Computer Society** (BCS)

Other Work Experience.

January 1999 | **Bechtel Limited** | London, UK.

A placement at the number one engineering company which designs and builds oil refineries worldwide. A great deal of satisfaction gained from being part of such a large team of people. As a technical clerk using computers to carry out various tasks which, whilst challenging, were enjoyable.

December 1995 | **John Lewis Department Store** | High Wycombe, UK

Trainee Sales Assistant on the Shop floor to maintain the standards of ticketing and customer service, establish knowledge of the main merchandising techniques, and perform various tasks that contributed to the day to day running of the department.

Interests and achievements.

Skiing, badminton, bowling and cycling. Go-karting and any race track event I can get to see.

Positions of responsibility.

Year Representative for Degree Course. Responsibilities included gathering comments or concerns from my fellow

colleagues and submitting requests and suggestions to the university via the Computing Committee.

Honourable mentions.

Featured upon design community e-zines including: <http://www.surfstation.lu>, <http://www.designiskinky.net>,
<http://www.linkdup.com>, <http://www.h73.com>, <http://www.caffemocha.com>, <http://www.kiiroi.nu>, <http://www.factory512.com>,
<http://www.pixelsurgeon.com>.

Relevant Experience.

- March 1999 to present | **www.bd4d.com** | News Editorial Poster
- January 2000 to present | **www.nevermindus.com** | News Editorial Poster
- October 2004 to present | **www.carmellamedia.com** | Director and Founder of Carmella Media – providing hosting and basic web solutions for friends and local businesses.

References.

Available on request.