DESIGN is a CRAFT

CRAFT requires SKILL

SKILL is in the BLOOD

BLOOD is in EVERYONE

DESIGN IS NOT.

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Brand Stewardship and consolidation - www.avg.com
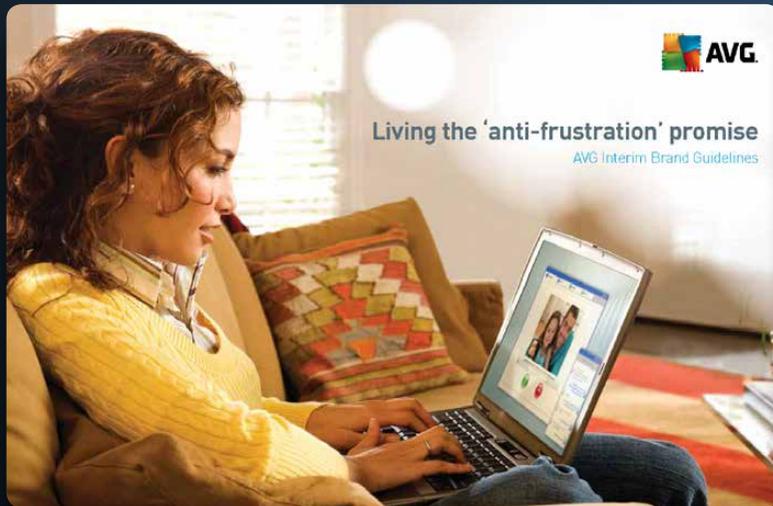
Details

AVG is a disruptive software company that pioneered the freemium business model online. With 140 million users and growing, the AVG brand is globally recognised.

I have a great position at AVG that enables me to set creative direction globally and implement it locally - the best of both worlds. I find it motivating and inspiring to work as part of a team made up of writers, UX Designers, marketeers and retail managers.

I developed the visual system that defines the AVG products through the concept of a DNA kit. This comprises a full set of product assets. This has brought visual consistency to the way the AVG product range is displayed on the web, in retail and at events.

I was central to developing an interim brand guide to consolidate the assets we had in order to stabalize the brand.

We held countless seminars and webinars walking internal customers, agencies and resellers through the guide, clarifying whatever was relevant to that audience.

I am pleased with the result - greatly improved consistency across all touchpoints worldwide in the way the AVG brand is presented.
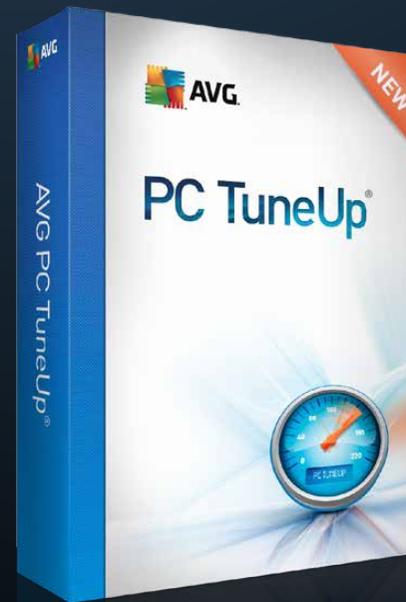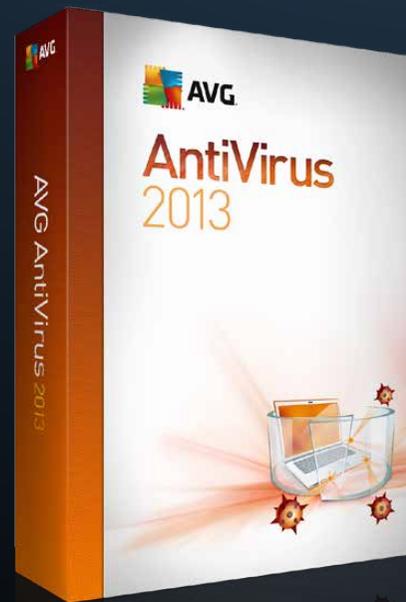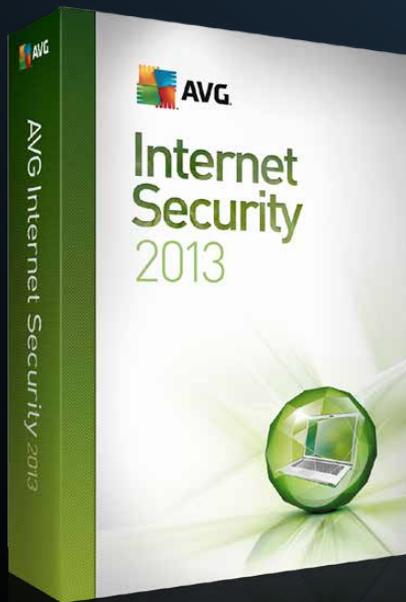
2013 Product Specific Magazine Ad Campaigns - www.avg.com

AVG
www.avg.de

Shop Confidently
Enjoy the convenience of online shopping, knowing you're protected by AVG Internet Security.

Only €39.99
In stores now

BONUS Protection for your Android™ Mobile Device

Reseller logo area

AVG Internet Security
Ultimate protection for everything you do online: shopping, banking, browsing, email, social networking and more.
- Award-winning virus removal and prevention
- Protects your identity when shopping and banking
- Keeps your PC running smoothly, with faster scans and video streaming
- Advanced privacy controls to keep what's private, private

AVG
www.avg.com

Relax...
We've got options to keep your technology safe & running at peak performance, no matter what you do with it.

AntiVirus for Android devices — Internet Security 2013 — PC TuneUp

Advanced protection for Android™ smartphones and tablets

Ultimate online protection. Essential for shopping and banking.

Continually finds and fixes issues that compromise PC performance

Available from   Reseller logo here

Android™ is a trademark of Google Inc., in the US and other countries.

Surf Comfortably
Enjoy everything the web offers knowing you're protected by AVG Internet Security.

AVG
www.avg.de

Only €39.99
In stores now

BONUS Protection for your Android™ Mobile Device

Reseller logo area

AVG Internet Security
Ultimate protection for everything you do online: shopping, banking, browsing, email, social networking and more.
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- Protects your identity when shopping and banking
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- Advanced privacy controls to keep what's private, private

AVG
www.avg.com

It's easy. Just choose AVG.
We've got options to keep your computer safe & running at peak performance, no matter what you do with it.

PC TuneUp — AntiVirus 2013 — Internet Security 2013

Continually finds and fixes issues that compromise PC performance

Advanced protection for surfing, social networking and downloading

Ultimate online protection. Essential for shopping and banking.v

Available from   Reseller logo here

Protect your memories
Whatever you do on your computer, rest easy knowing AVG Internet Security protects its precious contents from viruses and malware.

AVG
www.avg.de

Only €39.99
In stores now

BONUS Protection for your Android™ Mobile Device

Reseller logo area

AVG Internet Security
Ultimate protection for everything you do online: shopping, banking, browsing, email, social networking and more.
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Android™ is a trademark of Google Inc., registered in the US and other countries.

Details

With the launch of the 2013 product range came a new focus on the use of technology in every day life.

On request from our largest German reseller, I took a brief for a series of magazine ads to be run in a series of German technology magazines.

I handled the project from creative direction to creative execution, offering a range of concepts that answered to the brief, highlighting benefits of specific products that are relevant to the tech-savy target audience.

On agreeing the creatives to move forward with, I produced final print ready artwork for each concept.

These concepts generated excitement from our other global retailers, and so I prepared source files to be localised by local agencies. Everything down to the name on the bank card was left open to be localized in any given market.

Producing and distributing these and similar campaign creative assets globally has increased consistency of advertising in smaller local regions, saving the business money, and helping to replace dubious, low cost local production of advertising materials.

Art Director - monster.co.uk / .fr / .ie / .de (prospect)

Details

I held the position of Art Director at Monster.com where I initially worked in the Monster Lab, producing cutting edge UI for incubator projects.

This led to me getting hired internally to join the User Experience team.

Our task was to give Monster.com a fresh look and feel, while bringing the user experience up to date and beyond that of current competitors in the market.

Through vigorous user testing we improved functionality and work flows all over the site that can still be seen in use today, and that had dramatic positive impact on the main goal - the conversion rate of job seekers applying for jobs.

I contributed design direction for all parts of the site including iconography, colour palette and photography.

Monster.com remains the leading brand in online job search thanks in part to the redesigned look, feel and functionality we provided.

Supplement packaging and retail creative

Details

One of my more interesting, creative freelance clients frequently requires creative treatments for the range of body building supplements she manages.

These projects are challenging because there is NEVER budget for photography, and never any reference to brand fonts.

I find royalty free photography, or use my own, and match fonts by eye or using some of the great tools available online.

I take the look and feel the brand has used in the past and colour, tune and polish the artwork I find or create - it's a challenge, and I like it.

BuddyBet.com - know your foe
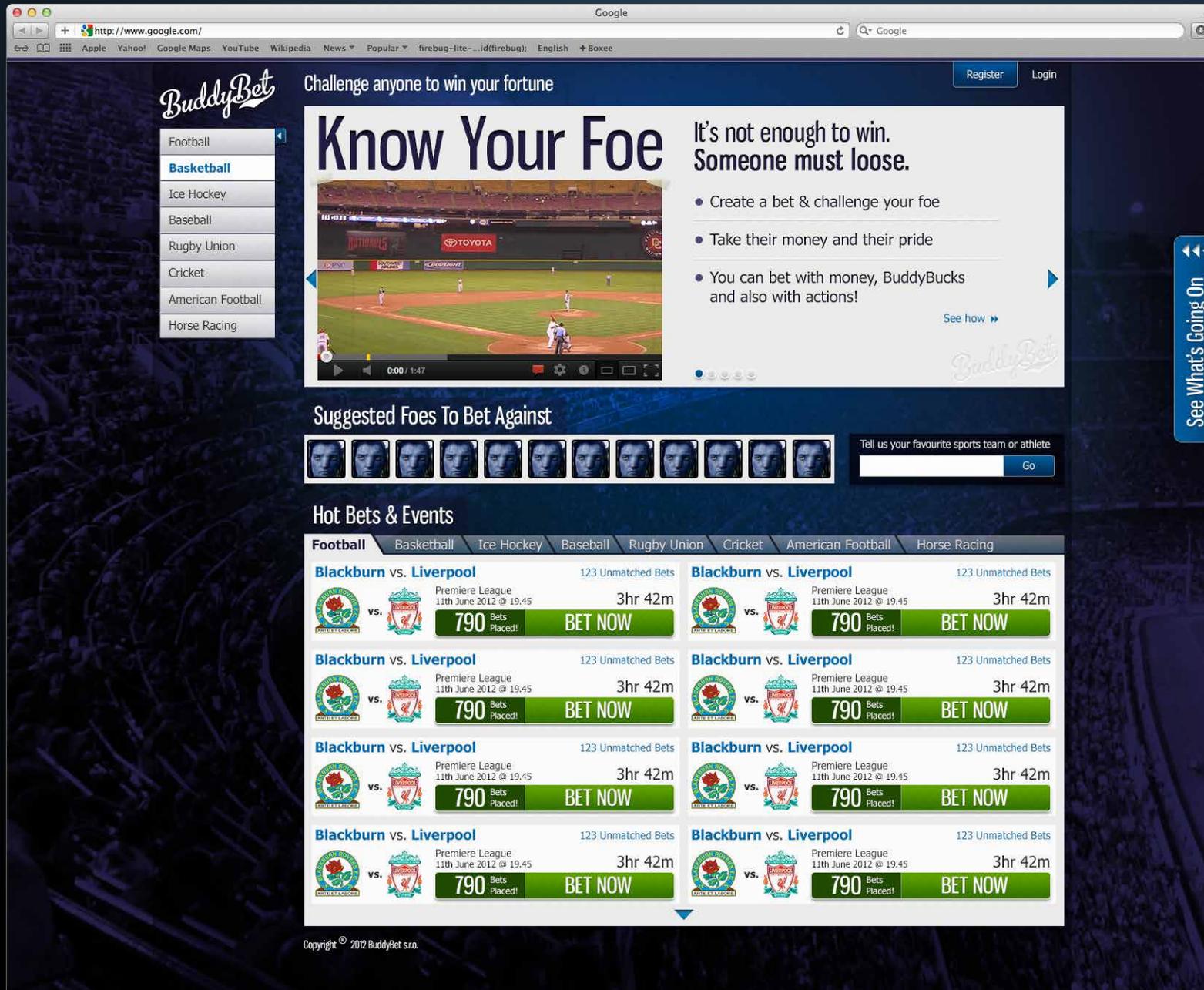
Details

BuddyBet is a Prague-based startup that is looking to put a social spin on sports betting.

I was approached at ten to midnight by the budding startup to provide creative direction for their website via a homepage design that was to be applied consistently across the site.

It was a challenge against the clock, to communicate "betting on a grand scale that is serious fun" with only a few hours to produce the creative.

FreshJada - mobile search app for iOS
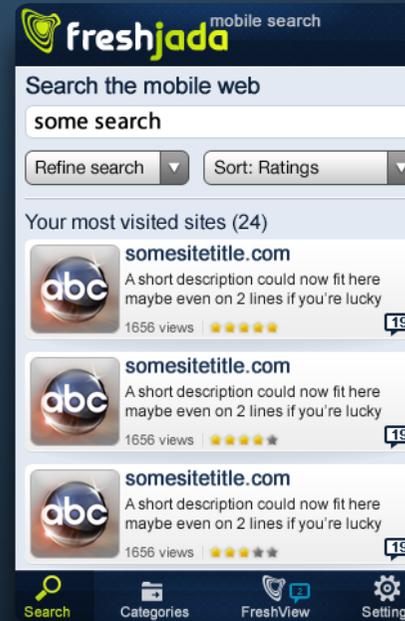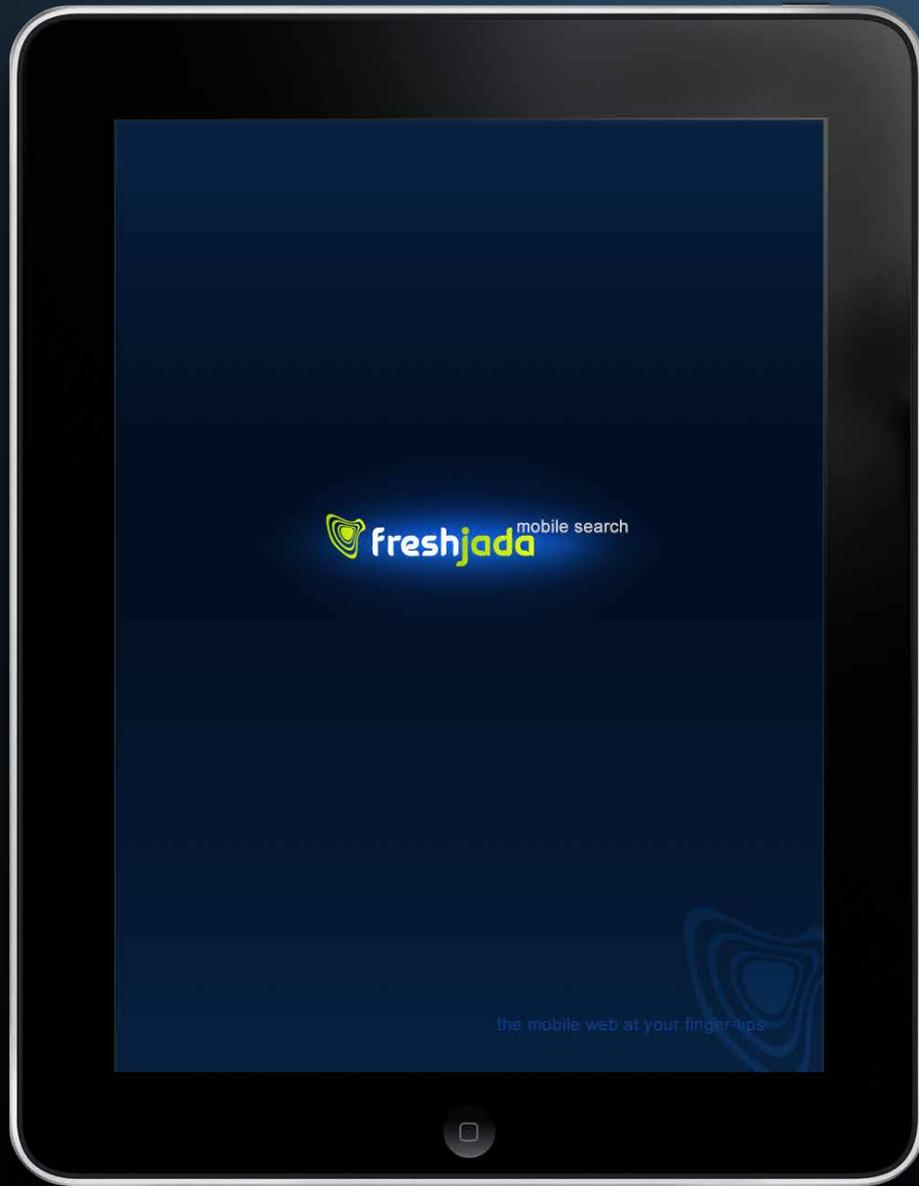
Details

FreshJada approached me via oDesk to take the functionality of a couple of existing apps they had identified to be interesting, and combine the best bits to form a new app that offers a new and intuitive way of searching the web from your mobile.

I produced logo and UI design for their iOS Apps, including visual development of brand assets , UI / UX planning and aesthetic design.

ecocentrogen.com
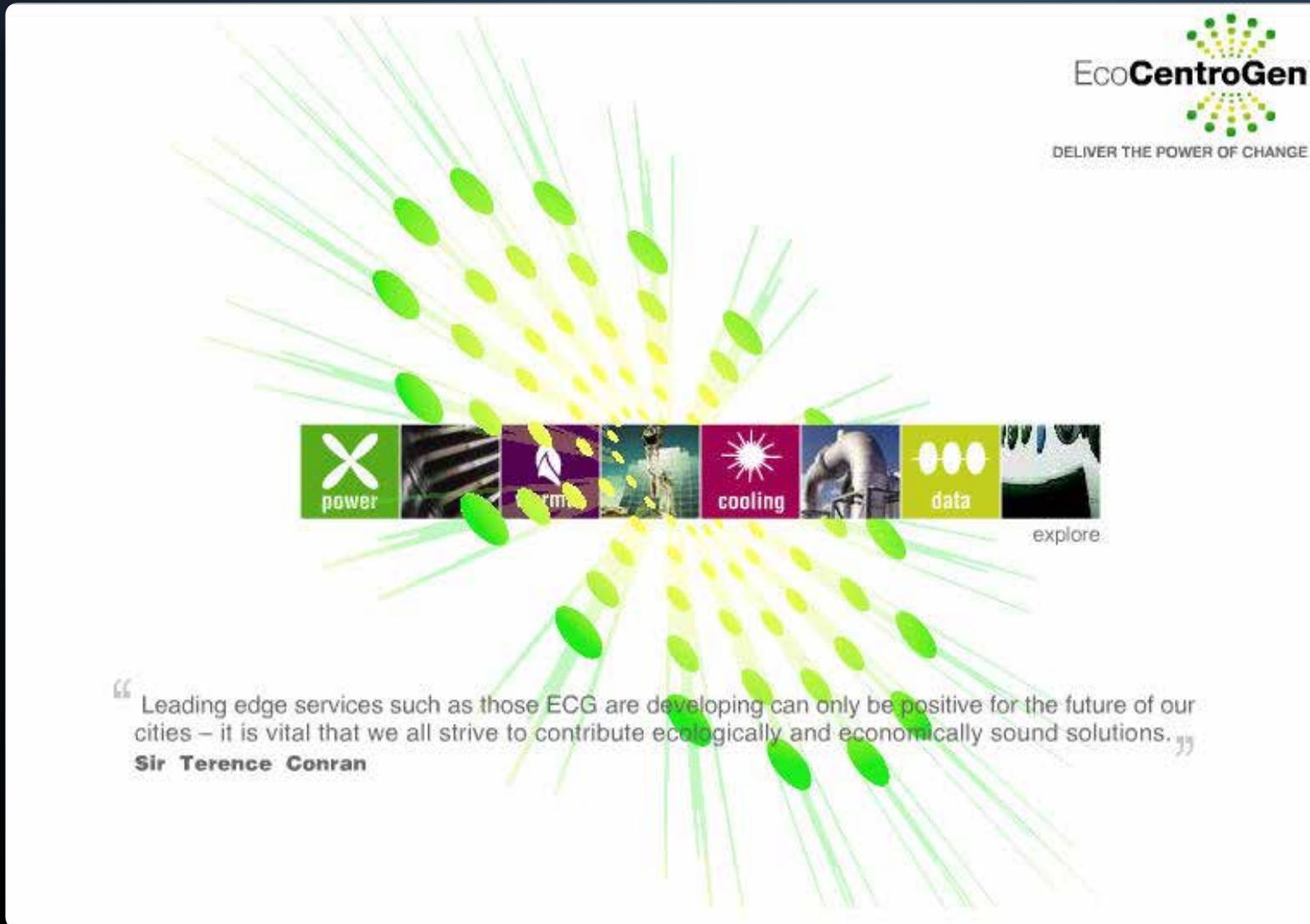
Details

ecocentrogen is a London company specialising in power and amenity solutions for housing development projects.

As a new media designer at Symbius in he UK, I was tasked to create something cool and environmentally positive to reflect the ecoCentroGen branding and ethos.

The director of EcoCentroGen wanted investors who visited their site to be WOW'd from the moment they arrived.

The solution was a combination of 3D and flash animation to make components on the page appear to jump out at the user.

This then developed into a full flash presentation explaining the product in a very visually stimulation way.

Some of my personal artwork
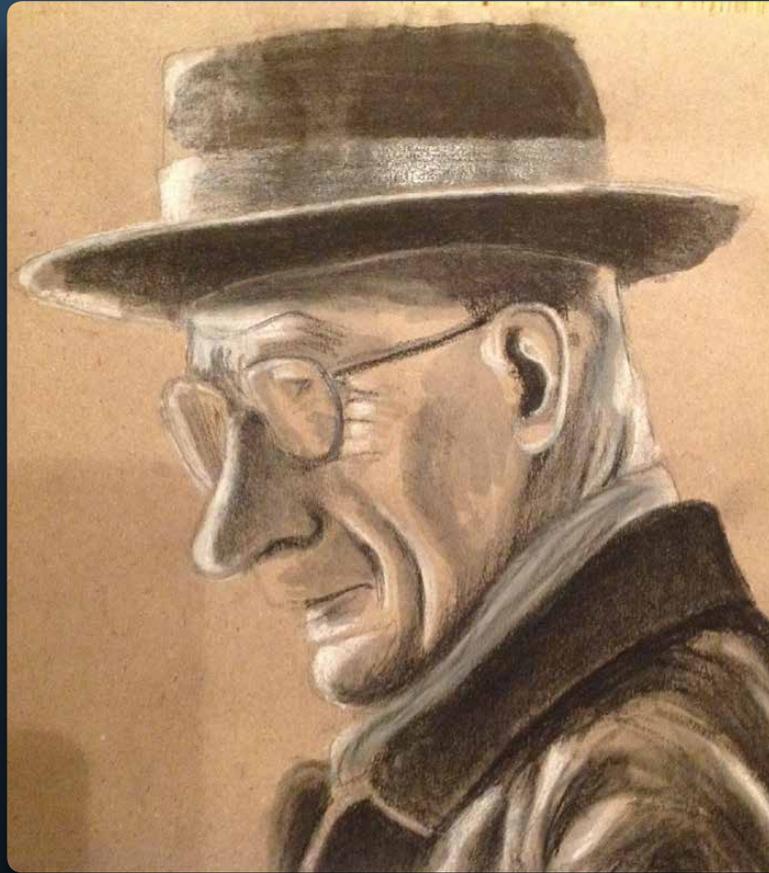
Details

I love to draw - have done for years. I've been studying life drawing since my college days.

I draw for myself, because I enjoy it.
I like to draw without expectations from a client, limitations of time, or demands for changes at silly hours in the morning.

I like it more when a project calls for me to illustrate, and there is time and budget to relax and draw until the piece fits the project - that for me is a very stimulating situation.

Axxia Exhibition Stand

Details

This visual for Axxia International exhibition stand was generated entirely in 3D from architect drawings produced by John Quatermaine at Future Events, London England.

I generated the visuals to aid John's client understand how their finished stand would look, the location and scale of graphics and elements on the stand and the technology requirements to consider when placing equipment within the space.

With experience in the exhibition industry from a young age (Oasis Graphics, Wooburn Green, 1996-1999) I can appreciate the real requirements of an exhibition stand design, and through my skills in 3D modelling and lighting can achieve very realistic results.

3D visualisation work from previous freelance projects
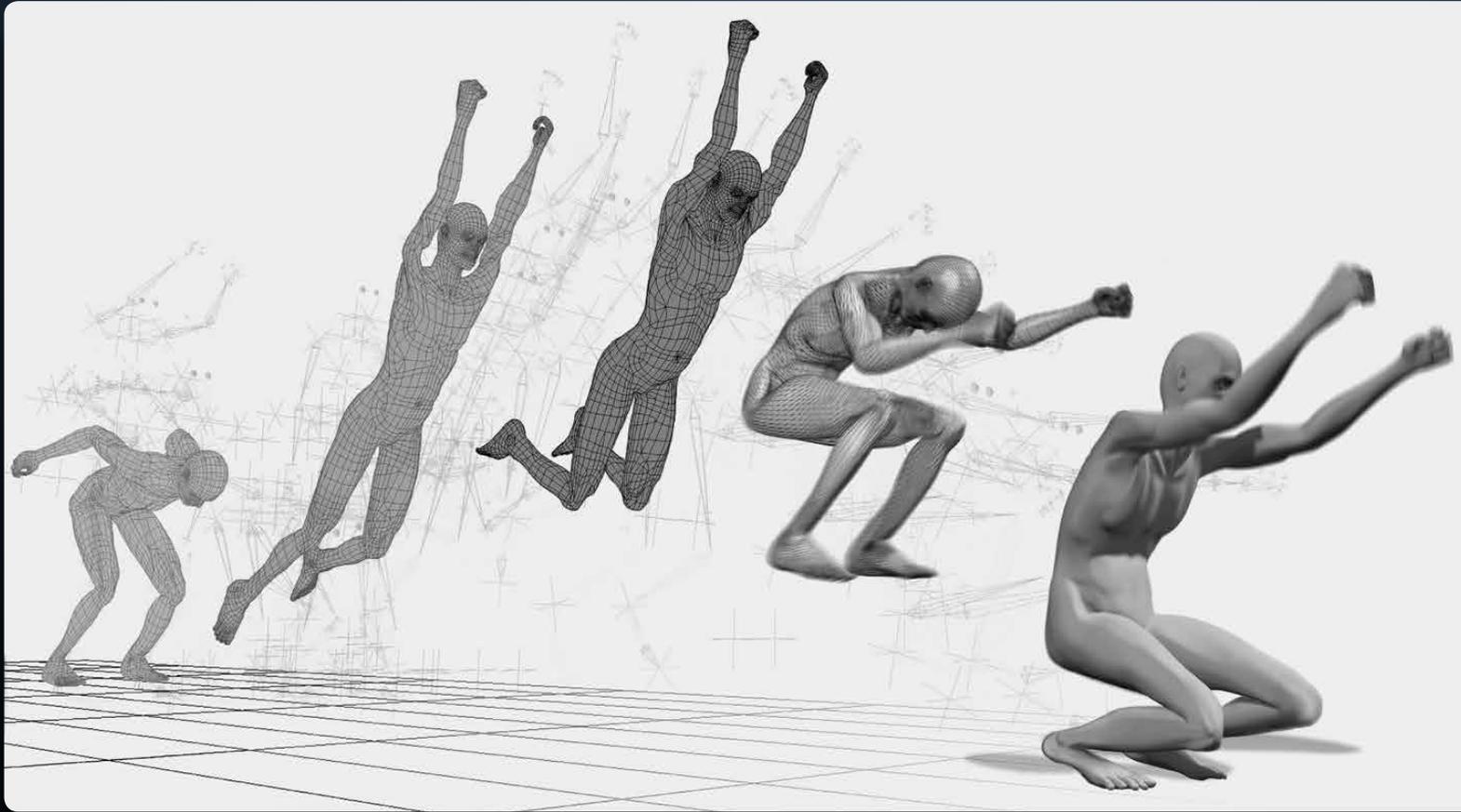
Details

Having studied and specialized in 3D modelling and animation at university, I have a good eye for surface effects, lighting and rendering.

Although I don't do so much 3D lately, my eye for lighting, shading, detail and composition is still finely tuned, and I use it daily when composing or critiquing creative work to judge realism, shadowing, proportion or other visual details.

Often times I notice details that others, often marketing managers, wouldn't have seen otherwise, or they feel that nobody else would ever see them, so best not worry about them!

Resume

Name	Jamie McDonnell
D.O.B	9th January 1980
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Telephone	(+420) 725 871 729
Email	jamie.mcdonnell@gmail.com
Web	ui-ux-design.com
linkedIn	linkedin.com/in/jamiemcdonnell

Employment

Senior Graphic Designer / Creative Design Manager

AVG Technologies s.r.o, Prague, CZ – August 2009 to Present Day

The job: Managing the production of brand assets, marketing campaigns and product look and feel. Producing creative concepts and contributing to brand development and management globally.

Lead Designer / Front End Developer

360 Cities s.r.o, Prague, CZ – May 2008 to August 2009

The job: Initially a freelancer I redesigned, branded and coded sales orientated pages, panoramic video and Google maps prototypes. As a full time employee I lead design, UI and brand, build new features.

Senior UI Designer / Art Director

Monster Technologies, Prague, CZ – May 2006 to May 2008

The job: UI redesign for entire Monster.co.uk site, tools and functionality. Developing prototypes for user testing and shareholder demos. Production of flash banners, web ads and prototypes. Research in emerging trends in web technology. Developing business plans for new products inside and outside of the Monster brand.

Digital Multimedia Developer

Symbius Ltd, Maidenhead, UK – May 2004 to March 2006

The job: Web design and development. Design and coding of interactive CDs and flash web presentations. Project management of 3D product modelling and character animation projects. Editing and post-production effects for video and animation.

Freelance Graphic / Web Designer

Contract based, UK / CZ - August 2004 to Present Day

The job: The production of computer generated visualisations in 3D from architectural drawings or concept sketches, including all artwork sourcing and creation. Production of animated architectural fly-throughs and to-scale stages.

Experience

I have gained valuable web and retail marketing experience working on mainstream brands with strong online presence. During the past 16 years I have worked with a diverse range of output media - from exhibition in 1996-1999, digital from 2000 on and retail in the last 4 years.

My strengths are in creative brainstorming, rapid visualisation and conceptualizing of ideas, and polishing of a concept to production level.

I have a good deal of experience working in teams consisting of writers, UX and visual designers and marketers.

Skills

While my skill set is broad, including design, creative direction, programming and user experience, my focus and passion is to develop original ideas with strong visual impact.

I am skilled in photomontage, visual effects and layout. I have a love of typography which I would like more opportunities to revel in. My tools of choice are Photoshop, Illustrator, inDesign, and I use proCreate and Sketchbook Pro as my tools of choice on iPad.

I enjoy getting my hands dirty with front end web code (html, css, javascript) and learned jquery from Michael Geary of Google fame. I feel this can bring new ideas to a mixed media campaign.

I have a solid understanding of digital and print best practices, iterative design and testing in order to optimise the business KPIs of specific components of a campaign.

Work ethic

I am comfortable presenting work to clients as I've been client-facing in my freelance work for 8 years now.

I simply enjoy getting stuck in to creative projects that need me to think out of the box, under pressure, and with a lot riding on them.

I get a buzz seeing my work out in the real world where it gets reactions from those that interact with it.

Education

Multimedia Design and Digital Animation

B.A. (Hons) Degree – 2:1

Cumbria Institute of the Arts Carlisle 2000 to 2003

Digital Graphic Design

National Diploma - Level 2

Reading College of Art and Design 1998 to 2000

10 x GCSE grades

Maths - B

IT - B

Graphic Design - B

English (Lit / Lang) - BB

Science - B

French - C

Geography - B

Business Studies - C

Cox Green School

Maidenhead 1990-1995

Thank you for your time,
I look forward to hearing from you.