

## EMPLOYMENT HISTORY

- Sept. 2002 – Present  
**NCH, London**  
**Freelance Internet Designer, Developer and Consultant**  
NCH are one of the largest children's charities in the UK, helping over 100,000 children every year. My role was to redesign and maintain the complete look and feel of the organisation's main and micro-sites, meeting agreed standards for disabled access.  
Achievements include:
- Developing successful nationwide online campaigns, including micro-sites, dynamically driven Flash movies (including games, teasers and e-cards) and online donation systems.
  - Developing bespoke content management systems (using XHTML/PHP/MySQL).
- NZ:  
Apr. 2006 – Oct. 2006  
AUS:  
Jan. 2007 – Feb. 2007  
**First Rate, Auckland New Zealand & Sydney, Australia**  
**Freelance Designer and Developer (PHP/ MySQL and Flash/AS2)**  
First Rate are New Zealand's leading online marketing agency working with many of NZ's largest websites including Air New Zealand, Trade Me and Yellow Pages.  
Achievements include:
- Pioneering a range of mini-site Flash elements and banners using AS2, SOAP and XML.
  - Successfully redesigning the company's range of websites.
- Jan. 2005 – Dec. 2005  
**Line Communications, London**  
**Freelance Designer and Flash Developer**  
LINE produce cutting-edge eLearning products for a full range of companies and organisations including BP, BBC, RAF and Teletlas. My role was to design and develop eLearning projects using LINE's bespoke XML templating system and a combination of Flash, HTML and CSS.
- Mar. 2004 – Dec. 2005  
**Fresh01, London**  
**Freelance Developer and Consultant**  
Fresh01 is a full-service agency producing solutions for a wide spectrum of clients. My role is to develop complex websites and intuitive CMSs to manage both structure and content.  
Achievements include:
- Revising and improving the agency's new media practices and infrastructure.
  - Developing bespoke content management systems (using PHP/MySQL).
- Sept. 2003 – Mar. 2004  
**Bartlett Scott Edgar, London**  
**Freelance Internet Designer**  
Working in-house for a large recruitment advertising agency, developing a range of microsites and online recruitment solutions (in HTML and Flash) for local councils and highstreet brand names, for example, MI5, Essex Council and the Audit Commission.
- Aug. 2002 – Mar. 2004  
**Christian Douglass Chartered Accountants, Manchester**  
**Freelance Internet and Print Designer**  
As both project manager and designer, I created a complete corporate identity for this gritty, innovative firm of accountants. The resulting identity helped place the company in an unique position in the market place and generated significant interest.
- Jun. 2000 – Nov. 2002  
**Planetrapido.com (Rapido TV), London**  
**Design Studio Manager** (promoted from Internet Designer)  
Responsible for top-level site design, developing client proposals, writing briefs for both design and development tasks, managing complex external relationships, controlling department work flow and day-to-day management of the team members.  
Achievements include:
- Developing a successful proposal and design for a Sony Playstation co-branded website.
  - Concept and creation of the 'Eurotrash Unzipped' DVD extras menu.

**ONLINE PORFOLIO** <http://www.bendodd.com>

**DRIVING LICENSE** I hold a full UK driving license with no endorsements

### PROFESSIONAL BACKGROUND

I am a highly creative and ambitious designer, with a first class honours degree in Graphic Design and 8 years hands-on experience in design and project management for interactive media. I am currently developing my career in managing complex creative projects as a freelance senior designer, working for numerous prominent organisations and companies, including NCH, Channel 4 and BSEL.

### PERSONAL PROFILE

I am self-motivated and have a passion for innovative ideas. I work well in a team of people, developing ideas and concepts towards shared objectives. I am dependable under pressure and accustomed to meeting strict deadlines consistently. I enjoy the responsibility of managing my and others' time, multiple tasks and projects.

### EDUCATION AND QUALIFICATIONS

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|------------------|--|
| Apr. - Jun. 2005 | <b>Hackney Community College</b><br><b>Introduction to 3D modelling with Maya</b><br>An introduction into modelling in Alias Maya, including the basics of lighting and rendering.   |
| Jan. - May. 2001 | <b>Southwark College</b><br><b>JavaScript</b><br>A 5-month course taken under my own initiative, which gave me a good working knowledge of JavaScript and an insight into other programming languages.   |
| 1997 - 2000      | <b>University of Derby</b><br><b>BA(Hons) Graphic Design (First Class Honours)</b><br>An idea-based course in which I explored and developed skills in a wide range of disciplines including problem solving, typography, photography and film making. |
| 1996 - 1997      | <b>Cumbria College of Art and Design</b><br><b>BTEC Foundation Studies (Merit)</b><br>A year-long course that allowed free experimentation in, amongst others, photography, print making, ceramics, life drawing and sculpture.                        |
| 1991 - 1996      | <b>Trinity Comprehensive School</b><br>4 'A' Levels - All at grade B including Biology, Geography, Maths and General Studies.<br>9 GCSEs - All at grade A or B including Art, Mathematics, English and Science.  |

### COMPUTER SKILLS (on Mac and PC)

#### Design applications:

- Photoshop
- Dreamweaver
- Flash (& ActionScript 2)
- Fireworks
- Illustrator & Freehand
- Acrobat
- Microsoft Office
- Fontographer
- InDesign

#### Developer Skills:

- PHP 4/5 (OOP)
- X/HTML
- SQL (MySQL, MSSQL)
- Relational Databases
- E-commerce solutions
- ActionScript 2
- JavaScript
- CSS
- Streaming Media

### INTERESTS

I am a keen cyclist and enjoy playing badminton, squash and football. Travel is something that I find exciting, with a recent 2 year journey around the world, whilst gaining experience of web development and markets in New Zealand and Australia. Experiences along the way included trekking in the Andes and Himalayas, bungy-jumping and sky-diving. I still have a keen interest in education and learning about new ideas and subjects, attending evening classes, following online tutorials and reading books.