



## *BA in Interactive Multimedia*

*Pixel-perfect sense of attention to detail*

*First-class design and problem solving skills*

*A team player with a proactive attitude*

*Keen to acquire new skills*

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### *Skills & Tools*

CSS (3) ★★★★★

HTML (5) ★★★★★

PHP ★

ASP.NET ★

Bootstrap Framework

JQuery ★★★★★

Javascript ★★

LESS ★★★★★

Adobe Photoshop ★★★★★

Adobe Illustrator ★★★★★

Adobe In-Design / Quark ★★★★★

Adobe Acrobat Pro ★★★★★

SEO ★★★★★

Wordpress ★★★★★

Google Analytics ★★★★★

### *Education & Qualifications:*

**BA Interactive Multimedia** 2004-2006 Staffordshire University (Direct entry to second year)

**HND Multimedia** 2001-2003 Mid-Cheshire College

**BTEC GNVQ Advanced Art & Design** 1999-2001 Mid-Cheshire College

**A-Level Art Textiles** (C)

**10 GCSE's** 1994 –1999 Hartford High School

**A-Level Art General** (C) (taken 2 years early)

*<http://www.michelleduncalf.co.uk/>*



## *Employment History:*

### **Creative Web-Designer at The Emerson Group (November 2011 - Present)**

Website design and development, Develop emailers, Online banners, Logo design, Creating artwork, SEO, Google Analytics, Interactive pdf brochures, Project management of all projects to ensure all deadlines are met.

Examples of websites include:

Parkway Business Centre rebrand.

SKone website design and development.

Academy Business Park Microsite.

### **Freelance Designer at Michelle Duncalf Ltd (Feb 2009- Present)**

Great organisational and communication skills.

Logo design, Email footer design, Letterhead and business card design.

Flyer design, Poster design.

Web design:

PureTel Logo design, Brand creation, Website development.

Premium Bar Hire Logo design, Brand creation, Website development.

S.Fagan (Website currently being re-developed)

### **Creative Web-Designer at Hallnet Ltd (December 2009 - October 2011)**

Design and produce websites, from concept to completion including Hallnet's own e-commerce shops e.g Zenhair.

Designing logos and design for print to a very high standard for a wide range of businesses and organisations.

Production of extra services such as email footers, letterheads, business cards etc.

Excellent communication with clients throughout each project.

Project management of my personal projects to ensure all deadlines are met.

### **Senior Graphic Designer at 20:20 Mobile Group (Sept 2009-Nov 2009) Freelance**

Artworking for 'big brand names' such as Nokia, LG, Motorola etc.

Adhere to brand guidelines.

Magazine spreads.

HTML emails and pages for clients websites.



**Junior Mac operator at Cestrian Imaging (Sept 2007- Feb 2009)**

Check and proof artwork from a brief.

Production of billboards, paper posters, banners, window vinyl's, phone box visuals etc.

Re-design and re-draw logo's for vector output.

Manage the companies expansion of their second website, liaising with the web-developers and testing the system.

Researching new technologies that could be used to improve the site.

XMPie training.

Maintain and check the companies second website is running smoothly, updating images and answering queries.

<http://www.digitalprintexpress.co.uk>

**Junior Graphic / Web Designer at Greensplash Limited (Feb 2007-Sept 2007)**

Design websites for Auto-Trader, I also assisted with other print and web projects.

Learning and expanding my XHTML and CSS skills.-This enabled me to create and update pop-ups and websites for Auto-Trader.

On a weekly basis taking Flash Actionscript lessons.

Earlier jobs available on request (1999-2007)

***Interests & Activities:***

Illustration through multimedia.

Socialising / Travelling.

A member of my local gym.

***Further Information:***

I have a full clean driving licence and own a car.

Non -Smoker.

Excellent Referees available on request.

Full online portfolio available @ [www.michelleduncalf.co.uk](http://www.michelleduncalf.co.uk)

Connect with me on [LinkedIn](#)

*<http://www.michelleduncalf.co.uk/>*