

MICHAEL MADDISON CURRICULUM VITAE

PROFILE

Date Of Birth: 29th January 1978 **Marital status:** Married **Driving License:** Full

I am a creative thinking, ambitious, confident individual with a desire for excellence and an obsessive eye for detail, familiar with working at the cutting edge of the design industry.

I have a flexible wide-ranging style that can meet the diverse needs of a wide range of clients and projects. I have a passion about the online space and have great ideas on how new technologies can be used to add value to marketing activity.

I have over twenty years experience of commercial design having worked in the public and private sectors in a design agency environment and freelance, creating innovative online solutions and new rich media design from concept to delivery both individually and as a key part of a team.

I pride myself on my communication skills and I believe I have the ability and vocabulary to communicate effectively with any client: marketers, designers, technicians and key stakeholders alike. I am also comfortable liaising with other teams, departments and external agencies either remotely or in-person.

I have proven ability to produce flawless, pixel-perfect work in a fast-paced environment in a challenging, highly charged commercial creative environment and expertise in working closely with a wide range of clients to realise the potential of any project, often managing multiple projects simultaneously, ensuring quality is maintained throughout.

RELEVANT SKILLS

- Over fifteen years production design experience and excellence in using Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator, After Effects, XD & InDesign) and understanding and applying best practice for design online and in print.
- Over fifteen years industry experience hard coding robust HTML5 and CSS with expertise in website and email design, animation, video editing and streaming online and template design in a variety of other media including PDF & PowerPoint.
- Javascript, Actionscript, PHP .NET & SQL development with over 50 websites built to date. Wordpress theme development, Joomla, Drupal and Webflow.
- Up-to-date knowledge of cross-browser and platform compatibility and accessibility issues and usability guidelines (DDA and W3C) and their impact on design & build, along with SEO.
- A track record of strong creative multimedia solutions across a variety of blue chip clients, including Club Med, Sage, Trinity Mirror, Nuffield, Hilton, Bentley, Tetley, B&Q, Lexus, John Lewis & Fender amongst others as both standalone & as part of integrated campaigns.
- A wealth of experience in creating innovative impactful rich media advertising solutions, games & interactive content.
- Building and maintaining content management systems and creating & managing engaging content.
- Developing brand identity and creating collateral to align with existing brand identity.
- Well-developed project management and presentation skills with proven experience of liaising with and presenting directly to clients and key stakeholders.
- Strong verbal and written communication skills

EMPLOYMENT HISTORY

Freelance Designer
Maddison Creative
Aug 2016 to present

I left Sage in 2016 to pursue the freelance work I'd begun in 2009 full-time. This predominantly involves web design & development, but also graphic design, digital advertising, SEO, logo design, print design, brand development, creating engaging content, website management, video and animation. I'm also responsible for client liaison (with a wide ranging client base from a start-up sole trader to FTSE100 companies), advertising, managing workloads around immovable deadlines and brand compliance.

Lead Digital Designer
Sage One, Sage UK Ltd.
Feb 2012 to Aug 2016

A similar role to the below but focused solely on Sage's key online product: Sage One, helping grow the product from 6,000 customers in 2012 to 120,000 in 2016 by designing, building and developing the Sage One UK & Ireland websites, and the creation & managing online & offline marketing assets, along with planning & coordinating & managing external agencies producing media. An additional function of my role was brand ambassador for the Sage One brand & development and delivery of guidelines & toolkits. I was also responsible for coordinating & chairing regular web team meetings to discuss innovation, best practice, issues & solutions within Sage.

Lead New Media Designer
Sage UK Ltd.
Jan 2010 to Feb 2012

Lead New Media (Digital) designer at Sage, a FTSE 100 software company with over 6 million customers worldwide.

As a key part of the cross-skilled Internal Agency I was responsible for digital design, creating and maintaining high quality creative for marketing activity (web applications, landing pages, email templates, partner materials and banner advertising) to support marketing initiatives across the business via online, offline, direct and indirect channels. This often formed the digital element of an integrated marketing campaign or an individual, standalone piece of work.

I was also responsible for innovative conceptual creative to develop the Sage brand within the global brand guidelines, and keeping abreast of new technologies whilst developing original digital solutions to add value to any campaign.

Digital Designer
Different Advertising, Design & Marketing Ltd.
Aug 2009 to Dec 2009

A contract position with an award winning design agency. My role involved producing creative graphic design, digital advertising, interactive rich media and email template design & delivery for a wide-ranging client base.

Digital Designer
NCJ Media/Trinity Mirror
Jan 2008 to Aug 2009

A position specialising in the design and production of bespoke new and rich media solutions (Websites/Flash/email/web apps/streaming video) excelling in presentation, usability and functionality for a number of blue chip clients. I also produced creative for parent company Trinity Mirror to syndicate across their portfolio of sites, which include mirror.co.uk and around 20 other newspaper titles
Formulating and delivering a bespoke training course for the 20 strong NCJ Media and GMC creative studio team, and provide on-going support and advice.
In 2008 and 2009 I also tutored the multimedia module of an MA degree course run by the Press Association.

Web/Multimedia Designer
Northumberland County Council
Jun 2003 to Jan 2008

Responsibilities included creating a wide range of HTML/ASP/Flash websites, multimedia production including filming, editing & streaming video online, CD/DVD-Rom, web applications, graphic design, brand identity and email/PDF/PowerPoint templates.

I worked closely with the press and marketing teams to produce co-ordinated internal and external communication both digitally and in print.

Admin Assistant
NCFE
2002

A temporary position working for a national exam board where I developed an understanding of working within a large organisation while studying part-time for qualifications in graphic/web design.

Web Designer (Work Placement)
Tagish Ltd.
2001

A placement with a company specialising in eCommerce, liaising with a wide client base & assisting with the design and construction of websites using Dreamweaver, Photoshop, Flash, Illustrator & Fireworks.

Animator/Graphic Artist
Dugong Animation
2000/01 & 2002/03

Working with Oscar nominated animator Peter Dodd (now lead at Disney) working closely with the studio team in the production of hand-drawn, digitally manipulated animated film projects, including creative input and artistic direction.

OTHER WORK

Tutor

IT Training Solutions
2009 to 2012

I lead IT Training Solutions training courses in design (Dreamweaver & Flash) This has greatly helped the way I am able to communicate with clients & colleagues alike, using language they are able to understand, making me more confident and comfortable working with people at all levels

EDUCATION

FULL TIME

BA (Hons) Degree in Art & Design (2:1)

Lancaster University
1997-2000

HND in Art and Design

Newcastle College
1996-1997

3 A-Levels Including Art (B) 9 GCSEs Including English (B), Maths (B), and Art (A)

The Duchess's High School, Alnwick
1991-1996

VOCATIONAL/PART-TIME

HTML5 & CSS3 for web professionals

Transmedia, Greenwich, London
2014

Final Cut Pro (Mac video editing software)

Onsite - Provided by Adobe certified trainer
2010

Bespoke Intensive Advanced Flash/Actionscript

Provided by In Context Training
2006

Level 2 C&G ASP.NET

Gateshead College
2004

Level 3 C&G Web Design/Dreamweaver Level 3 City and Guilds Vector Animation and Flash for use with the web

Gateshead College
2002

INTERESTS

My interests include social media, digital design & keeping abreast of the latest innovations in the industry, practicing art (predominantly watercolours and townscapes), racket sports, live music and travel. I play the guitar and am a member of the NACF (National Arts Collection Fund). I recently spent a month travelling up the west coast of America. I have attended over 60 F1 Grand Prix everywhere from Silverstone to Brazil & Singapore.

I have a eleven-year-old daughter & eight-year-old son, so entertaining them takes up much of my free time. Fortunately, I get as much enjoyment out of it as they do!

ACHIEVEMENTS AND SUCCESSES

I received an award from the Royal Television Society for Animation, won the Duke of Northumberland Memorial Prize for Art, and captained a badminton team to victory in the North East County Championship. I have sold over 300 prints of my drawings, which, have been exhibited across the country. In 2003 I held my first solo exhibition of multimedia artwork at the Bailiffgate Gallery in Alnwick.

34 MOUNTFIELD GARDENS, KENTON, NEWCASTLE UPON TYNE, NE3 3DB
07940 957 300 MICHAEL@MADDISONCREATIVE.CO.UK