



Andi Best

Email: mail@andib.co.uk
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Current Employment

bwin.party Ltd - January 2012-present

Interactive Designer - working in a team of four to design, build and maintain websites for standalone and regulated gaming clients. Responsibilities include managing brands, implementing information hierarchy, generating front-end designs and mock-ups, constructing mark-up and CSS.

Previous Employment

Silent Manager Ltd - March 2010- January 2012

Lead Creative Designer - designing and building Front-End interfaces, generating web-ready graphics, promotional ads and banners, producing wireframes and mock-ups, building interactive emails, developing the User Experience, design and structure of our products.

I also completed the construction of the company's first two mobile/smart phone products – a project that entailed an intense level of User Experience management.

Notable projects undertaken in this role include:

William Hill - 2010/2011

2nd consecutive year of designing William Hill's online 'The Jumps' campaign including the design and hand-coding of several splash/landing pages, all site graphics and assets, various "how-to" illustrations governing User Flow and EDM marketing. I also generated initial concept material surrounding mobile technology to help secure the contract with the client.

<http://www.thejumps.com>

Trinity Mirror PLC - 2011

Complete design of the Mirror newspaper's 2011 online 'You The Manager' campaign including the design and build of several splash/landing pages, all site graphics and assets, and EDM marketing. I also generated mock-up material to help secure the contract with the client.

<http://welcome.youthemanager.co.uk>

MSN - 2011

Complete design of the online user-engagement website. The design includes brand-compliant CSS, implementation of 3rd party content and animated graphics.

<http://football-predictor.sport.uk.msn.com/default.aspx>

Orange Mobile - 2011

Complete design of the online user-engagement website. The design includes brand-compliant CSS and implementation of 3rd party content and animated graphics.

<http://fantasyfootball.orange.co.uk>

Sega Football Manager - 2011

Design of original artwork, CSS and homepage modules for the client's forthcoming console game promotional website.

To balance traffic across syndicated websites I designed and hand-coded an accompanying splash/landing page.

<http://eplpredictor.footballmanager.com>

Skills

Fluent knowledge of
Adobe Suite including:

Photoshop, Illustrator, Flash, Dreamweaver, InDesign, After Effects and Premiere.

*XHTML, CSS
Parts Javascript coding.
Parts php web coding.
Parts Flash ActionScript.
SEO implementation.*

Competent with many traditional illustration techniques.

Managing projects and deadlines.

Liasing with clients.
Conforming to brand guidelines.

Qualifications

The Arts Institute at Bournemouth

Wallisdown, Dorset, BH12 5HH

Achieved:

Bachelor of Arts Honours Degree in illustration

ABC Certificate in Web Design

Ravensbourne College of Design and Communication

Achieved:

Foundation Diploma in Art

Bexleyheath Secondary School & Sixth Form

Achieved:

10 GCSE Grades A-C

3 A levels Grade A

References

Disclosed on request

Other Recent Work

CTA Fire - 2010-present (in progress)

Most recently - Design of all promotional material for trade fair appearances.
Brand redesign including logo development.
Handcoded rebuild of the company website including revised UX, product catalogue display and promotional animation development.
<http://www.ctafire.co.uk>

Hyde Park Winter Wonderland - 2011

On-going development of concept artwork for the 2011 Christmas event including illustration for fairground rides, sideshows, stalls, bars and restaurants and t-shirt merchandise.

C & D Restoration - 2010

Complete design and build of the company website (from wireframes).
Features include interactive portfolio page, php driven contact form and artwork inspired by the branding.
Promotional brochure design including photo-retouching.
<http://www.cdrestoration.co.uk>

SFOR Sofa Ltd - 2010

Design of assembly instructions and diagrams for a range of DIY sofas.

Apex Publishing - 2010

Cover illustration and layout design of book jackets for titles 'The Official Horror Quiz Book' and 'The Official Chesterfield FC Quiz Book'.

Kamisoul - 2009-present

Most recently - front-end design of the company's debut website.
Development of original illustration-based branding for the clothing company.
Further design includes web graphics, business cards, stickers, letterheads, price tags, memorabilia and magazine adverts.

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