Not How It Looks

Curriculum Vitae

Brett Archibald

Interactive Designer

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Date Of Birth: 17 May 1975

About me:

I am a multidisciplinary Interactive Designer. I have been involved in design in one form or another for the past 20 years. Although I currently work in digital, I have previously worked in advertising, interior design, print, web and mobile.

As well as the aesthetics, I have a very strong focus on UX and usability in everything I do. Whilst I have worked across a broad range of varying platforms and seemingly differing sectors, the same core UI/UX skills and underlying design principles that I apply to all my work are adaptable and can be applied confidently to any project I am presented with.

I do everything on the digital design spectrum, working on projects from conception to completion, and everything in-between – taking in ideation, sketching, wireframing, rough layouts, high-fidelity mockups, interactive prototypes and final asset-generation/production along the way.

Whilst I am a front-end visual and layout designer, I have both an in-depth understanding of the development side and a great deal of experience liaising very closely with developers on projects.

I possess a keen eye for detail, I am obsessive-compulsive when it comes to pixel-perfect precision, and I have an immense passion for the work I do.

I know Photoshop and Illustrator inside out, and I am fairly proficient in Flash (mostly animation and prototype-building, with some basic ActionScripting).
I like to dabble in HTML and CSS, because it's often valuable to be able to generate immediate results from your own designs, but I prefer working in conjunction with a developer when it comes to getting serious code written.

Areas I've worked in:	Key skills:	Clients I've worked for:
Mobile Apps	Interaction Design	Macmillan Publishers / Picador
Mobile Games	User Interface	Disney
Responsive Websites	Visual Design	L'Oréal
Viral Marketing	User Experience	Toyota
Interactive Presentations	Information Architecture	Daily / Sunday Telegraph
Advertising Banners	Usability	Citibank
HTML Emails	Mobile Devices	Vauxhall
Icons	Illustration	Network Rail
Animation	Animation	NHS / Dept Of Health
Illustration	Game Design	Halifax / Bank Of Scotland
	General Problem-Solving	Financial Times

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Current and previous employment:

January 2001 - Present Day
PositionHeld: Interactive Designer / Artist.

Self-employed
On-site at various agencies, and working from home.

Responsibilities: To design visuals & prototypes and create final material for mobile/tablet apps, mobile/tablet/online games, responsive websites, advertising banners, viral marketing campaigns, multimedia presentations, HTML emails, and all forms of digital media. This includes:
- Working in-house, as part of a team, working with the project manager and director, and also working independently, directly for the client.
- Liaising face-to-face with the client, attending meetings, discussing their requirements, diagnosing problems and proposing solutions.
- Producing and presenting user-experience journeys, wireframes, interactive prototypes, and animated demo walkthroughs.
- Coming up with concepts and solutions, working up UI designs, layouts and mockups, and presenting proposals and designs to the client.
- Communicating with the client regularly regarding the status of work-in-progress on the project.
- Either creating a brand new identity for a new product, or creating a new product that adheres to the client's existing brand guidelines.
- Taking an existing product where applicable, identifying problematic issues and re-working it to make it more usable and engaging.
- Producing supporting material where required, such as copy-writing, logos, icons, branding, advertising, illustrations and all associated graphics.
- Liaising with the development team, prepping final artwork for use by the developers, both Layer-Comped PSDs and/or production of build-ready PNG files, overseeing development build and providing feedback.
- Both design and construct/build/code of the final product where applicable, ie: simple HTML websites, Flash apps, banners, virals, e-cards, HTML emails, etc.

September 1997 - December 2000
PositionHeld: Web Designer / Graphic Designer.

Templar Downie Original Thinking
London, England.

Responsibilities: To design visuals, create final artwork, and product-builds for internet / intranet sites, multimedia presentations, CD presentations. To design and implement visuals and finished artwork for corporate identities, brochures, annual reports, advertising, mailers, newsletters, packaging.

August 1996 - July 1997
PositionHeld: Graphic Designer / Artist.

DDH&M Advertising (J. Walter Thompson)
Harare, Zimbabwe.

Responsibilities: To design and implement visuals and finished artwork for corporate identities, brochures, annual reports, advertising, mailers, newsletters, packaging.

October 1994 - July 1996
PositionHeld: Graphic Designer / Artist.

Greys Advertising / Red Pencil Design
Harare, Zimbabwe.

Responsibilities: To design and implement visuals and finished artwork for corporate identities, brochures, annual reports, advertising, mailers, newsletters, packaging.
To design and render 3D visuals and plan layouts for (and to assist in the overseeing and construction of) shop interiors and exhibition showstands.