

Michelle Claire Duncalf

Multimedia | Illustration | Graphics | Creative | Web | Photography | Web-Print

Profile:

I have experience in both design for web and print through previous jobs and university. Recently I have been working as a freelance Designer whilst taking a certified internet web masters course (CIW) to broaden my skills and provide me with essential Industry recognised Internet skills to go alongside my BA in Interactive Multimedia.

Previously I have produced hand coded web-sites and pop-ups for Auto-trader, and worked in pre-press for a large format digital printing company where a fast turn-around was imperative. I consider myself to be a hard working, self-motivated graduate, I am able to work on my own initiative, enjoy a challenge and have first-class design and problem solving skills, with a pixel-perfect sense of attention to detail. I have a strong understanding of interaction design, usability and human-computer interaction.

Computer literate, and proficient with graphic design tools utilising both Macintosh and Windows Operating Systems. Web skills include XHTML, CSS, Macromedia Dreamweaver, PS-Pad Editor, FTP. Design packages: Macromedia Flash, Adobe CS3/4 e.g. Photoshop, Illustrator & In-design, Acrobat (Pitstop) Microsoft Office, Quark Express, Suitcase, Fontbook and XMPie.

I also have a website including a portfolio of work : <http://www.michelleduncalf.co.uk>

Employment History:

(Feb 2009- Present)

Freelance Designer.

I have been working as a freelance designer since being made redundant, I am actively seeking full time employment as I require the financial security a permanent job would bring. Working freelance has helped me develop my organisational and communication skills.

I am currently working on three projects which are all website design projects.

My most recent completed project was a web design role.

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

- Logo design and branding. Photoshop, Illustrator were used.
- Web design. XHTML, CSS, Flash, and a little PHP were used.

I have also developed a website to promote my freelance skills.

<http://www.procreate-designs.co.uk>

- Logo design and branding. Photoshop, Illustrator were used.
- Literature.
- Web design. XHTML, CSS, Flash actionscript, and a little PHP were used.

(Sept 2009)

20:20 Mobile Group. Temporary position. **Senior Graphic Designer.**

I have been working as a Senior Graphic Designer which was a temporary role covering

sickness. I have been working on big brand names such as Nokia, LG, Motorola etc. I fully adhere to brand guidelines. I have worked on projects such as magazine spreads, HTML emails and pages for customers websites.

(Sept 2007- Feb 2009)

Cestrian Imaging: **Mac operator.**

I was originally employed by Cestrian as a junior Mac Operator, my duties were to check and proof artwork from a brief. Within a month this had expanded and I became the main point of call regarding the companies expansion of their second website, I was liaising with the web-developers and testing the system to ensure it was working correctly, shortly after this I received a considerable payrise. Whilst doing this I was researching new technologies that we could use to improve the site and we decided a complete re-vamp was required to get the web-site to look and work how we wanted this progressed to me being trained in XMPie.

- Disc checking: involved downloading Artwork, checking the quality of images and ensuring links and fonts are working and all provided.
- Software used: Adobe Photoshop, Illustrator, In-Design, FTP, Microsoft office, Safari, Firefox, Suitcase & Fontbook, Acrobat (Pitstop), Distiller, Quark Express.
- Maintain and check the companies second website is running smoothly, updating images and answering queries. <http://www.digitalprintexpress.co.uk>
- Re-designing and re-drawing logo's for vector output.
- Production of Billboards, paper posters, banners, window vinyl's, phone box visuals etc.

(Feb 2007-Sept 2007)

Greensplash Limited: **Graphic / Web Designer.**

My main role within the company was to 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.
- Software used: Adobe Photoshop, & Illustrator, Flash, PSPad editor (XHTML & CSS), FTP, Microsoft office, Internet Explorer, Firefox.

(July 2006- Feb 2007)

Barclays Bank: **Network Support Assistant.**

Main role was to help people gain access into their business accounts.

(July 2005- August 2006)

Halifax: **Bank Clerk.**

General day to day bank duties, till checks, opening accounts, checking statements. Etc.

(July 2005-Sept 2005) Summer Holidays.

Mid-Cheshire College: **Human Resource Assistant.**

Duties involved: Payroll, Annual leave, Recruitment, Data entry, Updating web-pages, Etc.

(2003-2004)

Post Office: Counter Clerk.

Worked as a counter clerk in gap year, my role was a customer assistant helping check passports, driving licenses, exchange foreign currency, among many other things.

(1999-2003)

Tesco: Checkout Operator.

Whilst studying HND multimedia. Duties included customer service, handling money, closure of tills and till checks. Also worked in the petrol station on Saturdays.

(1998-1999) Coulsons Newsagents: Stocktake and re-stocking.

(2001) The Guardian. (Northwich) 2 Weeks work experience.

(1999) C.V Buchan's. (Middlewich) 2 Weeks work experience.

Education & Qualifications:

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

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

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

A-Level: Art Textiles (C)

(1994 –1999) **GCSE** (Hartford High School):

Art General (A), Art textiles (B) English (CC) Mathematics (D) Geography (D)

Spanish (D) P E (E) Science (DD)

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

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.

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