



# Jamie Wallace

## UI/UX Designer, Developer & Motion Artist.

**About** Hi, I'm Jamie. I'm a UI/UX Designer, Developer and Motion Artist based in Manchester, England.

Over the last 13 years, I have had the pleasure of executing solely or working on a multitude of highly successful campaigns for many well known brands, such as Sainsbury's Bank, SSL International (Durex), U.P.S., Intercontinental Hotels Group and American Airlines. Skilled to a high degree in the use of industry standard design tools including Adobe Photoshop, Illustrator and Flash. I'm also capable of modern front end development using a basic text editor, and If required, I can build a back-end using Wordpress or Kirby.

I utilise many techniques in order to achieve maximum quality and in a timely fashion. I'm an active team member with an eye for results and detail. I'm confident communicating at all levels within a company and liaising directly with clients.

- Skills**
- Web/User Experience Solutions (*Usability and Accessibility, UI/UX, Prototyping, Interaction Design*)
  - Motion/Interactive Design (*Flash/After Effects/HTML5 animation*)
  - Front-end development (*HTML5/SASS, CSS3, JavaScript/JQuery, ActionScript*)
  - Wordpress/Kirby back-end development

### Other noteworthy skills:

- In-depth knowledge of the full project life-cycle
- Strong knowledge of DNS Zone & VHOST configuration
- Knowledge of version control systems such as GIT
- Knowledge of SEO & Social Media Patterns

## Professional Experience

### SENIOR UI DESIGNER/DEVELOPER,

*January 2013 – Present*



Consumer behaviour in the digital space is rapidly changing. As such, my role involves me analysing complex client requirements and turning them into simple and easy to use designs through UCD methodologies.

I add creativity and flair to projects, taking concepts from requirements through to complete user interfaces whilst making the work visually appealing and easily intelligible. The role also involves me building working prototypes across devices to aid client approval and speed up internal development. The core aim to work up ideas into tactically and strategically key assets.

### DIGITAL INTERACTIVE DESIGNER/DEVELOPER,

*July 2010 – January 2013*



Shoot the Moon is a Manchester based agency specialising in packaging, literature, point of sale, web and large media development.

I joined Shoot the Moon to start-up the digital arm of the business. Initially my role was PM/Producer focused whilst remaining hands on. I had to balance my time between coordinating the larger projects with the help of internal and external resource, whilst single-handedly crafting the smaller projects and production work. I held strategy meets to discuss opportunities and arranged client workshops, frequently at board level. Day to day, I was solely responsible for all digital output at Shoot the Moon, anything from websites and mobile apps, email campaigns and display advertising through to showreels and presentations.

## INTERACTIVE DESIGNER

February 2008 – July 2010

McCANN

As well as web and email design and development, I scoped projects (inc. technical and functional specifications), sitemaps and wireframes. I worked with information architects, other web developers on the team, account management and project management and liaised with clients and suppliers as well as freelance resource. I also developed a keen interest in search engine optimisation, usability and accessibility.

My role was to push forward the latest standards and web development techniques and strengthen the online offering on a whole.

## JUNIOR INTERACTIVE DESIGNER

February 2007 – February 2008

McCANN

Following promotion from interactive production executive, this role involved me in the full design cycle, from conceptualisation with the clients and accounts team, through to production of publicised work. I was required to design websites, digital banners, emails, portable presentations and movies. I worked on a wide range of projects including both prospective and secured contracts for leading brand names such as Aldi, Cross Country Trains, SSL Healthcare, Wickes, Yorkshire Tourism Board and American Airlines.

Alongside my normal workload I was also required to train two members of the print team on the techniques employed in digital work, one of whom subsequently joined the digital team full time.

## INTERACTIVE PRODUCTION EXECUTIVE

February 2006 – January 2007

McCANN

My main duty in this role was to animate and resize conceptualized digital banner designs by others in the team. The interactive banners had to conform to strict pixel dimensions and file sizes so that they were ready for distribution on the internet. Other tasks included finalising and amending website content, designing emails, updating pod content and collecting stock photography. On occasion I also had the opportunity to produce conceptual works too.

## SENIOR MAC SUPPORT TECHNICIAN

January 2001 – January 2006

McCANN

Provided first line support to over 100 Mac users based at three sites across the country. Other duties included helpdesk logging, performing software and hardware upgrades, network management and maintenance, and monitoring and controlling of ISDN transfers.

## SENIOR MAC OPERATOR

January 1998 – January 2001

kalkwik<sup>®</sup>  
business design + print

A wide variety of duties across the business, including taking orders direct from customers in person and over the phone, preparing artwork, corporate re-branding and development of new logos and stationery.

## Training & Education

2003 – 2008

Various industry course certifications

1996 – 1999

GNVQ Advanced Art & Design (equiv, 2 A levels) at Stockport College

1991 – 1996

**10 GCSEs**, including Art & Design, Mathematics, and English

## Interests

Having recently become a proud father, I am currently spending a lot of my time with my wife and newborn child. Otherwise my time is spent researching emerging technologies and user privacy/security on the internet. I also enjoy regularly catching up with friends and generally keeping fit through running & cycling.

## References

**On request**