

PETE McDONAGH

CODESIGN LTD

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SKILLS:

DIGITAL DESIGN; HTML5 / GREENSOCK, RESPONSIVE HTML & CSS CODING, PRINT DESIGN & FLASH.

EXPERIENCE:

I have worked in the digital advertising and media industries for almost 20 years. During which time I have built up a significant amount of experience - working within both corporate and creative environments.

My specialities include;

- Creative digital design, with a keen eye for detail and typography.
- Design & development of web sites, mobile experiences and online marketing using HTML 5 and Flash.
- Hand coded accessible HTML/CSS for the web, mobile and portable devices. (Double Click Studio Certified)
- Design and development of custom branded content for popular social media sites.
- Development of CMS driven web sites using WordPress.
- Design and build of robust HTML email templates.
- Working with and understanding the challenges of creating global sites with HTML/XML/PHP solutions.
- Understanding JQuery, Javascript and database programming languages, especially PHP.
- Designing and producing artwork for print.
- Delivering work of the highest possible quality.

My experience and wide range of skills allows me to provide creative solutions for clients, making me a valuable addition to any design team.

My client experience covers various industries, sectors and locations, with collaborations including:

20th Century Fox, Action Aid, Airbus, AOL, Apple, Audi, AVIS, Bacardi, Breguet, BSKYB, BT, BVI, Chorion, CNN, Costa, DFT, Diageo, Disney/Pixar, DMGT, Dixons Group, Exxon Mobil, Google, Greenpeace, ITV, La Coste, MGM, The Marketing Society, McDonald's, Microsoft, Motorola, NEXT, Nike, Nokia Panasonic, Paramount, Patek Philippe, Pearson, Pernod Ricard, The Princes' Trust, Proctor & Gamble, Rado, Renault, RYA, Samsung, SanDisk, SmithKline Beecham, Sony, Tate & Lyle, Team GB, Tesco, Unilever and Universal.

EMPLOYMENT:

2000 - PRESENT

FREELANCE DIGITAL DESIGNER & DIRECTOR, CODESIGN LTD

Since incorporation in 2000 as CODESIGN, I have worked independently and collaboratively with design studios across the UK and freelanced with a selection of London design/advertising agencies. Recent freelance placements include; BSKYB, Holler, Inferno, MBA, Ogilvy, Public Creative, Publicis, Razorfish, RKCR/Y&R, AOL/goViral, ITV Creative, Saatchi & Saatchi and VCCP.

2000 - 2002

SENIOR WEB DESIGNER, FORESIGHT/WHEEL

Working extensively on the 20th Century Fox UK account, I redesigned and hand-coded the studios website - increasing traffic and awareness of their theatrical and home entertainment releases by ten fold. I also designed and built UK specific web microsites, promotions and entertaining online tools such as; e-cards or interactive wallpapers, for Fox Home Entertainment brands; The Simpsons, The X-Files and Buffy the Vampire Slayer as well as selected UK theatrical releases. Additional projects at Foresight included working on Pan-European websites with Disney, initial design of BT's OpenWorld corporate website and design of Dixon Group's retail websites (Dixons, Currys and PC World).

2000

SENIOR WEB DESIGNER, FRONT OF MIND (DMGT)

In the heady days of dot coms, I was employed by Associated New Media's 'incubator' agency Front of Mind. As part of a small team of web savvy colleagues from Thisislondon.com, I created corporate branding, web design, hand-coded HTML templates. I also commissioned, briefed and project managed a third party agency who created the CMS for our web sites using JSP.

1999 - 2000

SENIOR DESIGNER, ASSOCIATED NEW MEDIA (DMGT)

I was employed to create online promotions and microsites for soccer.net.com and it's sister sites - Thisislondon.com and Thisismoney.com, in association with marketing partners such as: Nike, Orange, Cable and Wireless and Tower of London.

1998 - 1999

WEB DESIGNER, COMPUSERVE (AOL)

As part of a small production team, I helped to redesign the portal site of CompuServe Channels in the UK, providing a wide range of content to CompuServe subscribers. As well as re-design, the team also built the site using Active Server Pages. CompuServe allowed me to develop my design and hand-coded HTML skills further in conjunction with a database driven product.

1996 - 1998

WEB DESIGNER, UUNET CONSULTING / UUNET PIPEX (MCI WORLDCOM)

Cut my teeth as a web designer in my first 'proper job' with the first commercial Internet provider. As one of the few web design agencies in existence at the time and without project managers, my ability to liaise directly with clients has proved useful throughout my career. My blue-chip client list was extensive, but the highlight was designing and building the first NEXT plc retail site.

EDUCATION:

1991 - 1994

BA (HONS) VISUAL COMMUNICATION

UCE Birmingham