

PETE McDONAGH

CODESIGN LTD

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SKILLS:

DIGITAL DESIGN, HTML5/GREENSOCK ANIMATION, HTML & CSS CODING, WORDPRESS, MOTION GRAPHICS & PRINT DESIGN

ABOUT ME:

I have worked in the digital advertising and media industry for over 20 years, amassing a significant amount of experience - working within both corporate and creative environments.

Specialities include;

- Creative digital design, with a keen eye for detail and typography.
- Design & development of responsive web sites, predominantly creating bespoke themes in WordPress.
- Design and hand-coded build of online marketing campaigns using Double Click Studio (Double Click Studio Certified), Celtra, FlashTalking and Google Distribution Network. (Can also use Google Web Designer, if required).
- Design and development of custom branded static and moving content for use on social media brands.
- Design and build of robust responsive HTML email templates.
- Mobile app design for iOS and Android.
- Designing and producing artwork for print.
- Delivering work of the highest possible quality.

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

CLIENT EXPERIENCE:

20th Century Fox · Action Aid · Airbus · AOL · American Express · Apple · ASDA · Audi · Avis · B&Q · Breguet · British Airways · BT · Buena Vista International · Camelot · Canon · Chorion · CNN · Compare the Market · Danone · DFS · Diageo · Disney/Pixar · DMGT · Dixons Group · Easyjet · Ebay · English Cricket Board · Exxon Mobil · Fidelity International · Freeview · Google · Greenpeace · GSK · Heineken · Hotpoint · HSBC · ITV · Jungle Formula · Kia · La Coste · McDonald's · MGM · Microsoft · Morrisons · Motorola · Müller · Nestlé · NEXT · Nike · O2 · Panasonic · Paramount Pictures · Patek Philippe · Pernod Ricard · Proctor & Gamble · Purina · Rado · The Princes' Trust · Prudential · Rado · Renault · Royal British Legion · Royal London · Samsung · SanDisk · Sky · Sony · Telefonica · TFL · Tesco · Unilever · Universal · Vodafone · Waitrose · Wellcome Trust · Which · The White Company · Xbox

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 number of London based advertising agencies. Recent freelance placements include; AOL, Droga5, ITV, McCann, Network London, Ogilvy, Publicis, Razorfish, RKCR/Y&R, Royal British Legion, Saatchi & Saatchi, Sky, VCCP & Wellcome Trust.

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 for Fox Home Entertainment brands such as; The Simpsons and The X-Files as well as selected UK theatrical releases. Additional projects at Foresight included working on Pan-European websites with Disney, 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 and hand-coded HTML templates. I also commissioned, briefed and project managed a third party agency who interpreted my templates into their bespoke CMS.

1999 - 2000

SENIOR DESIGNER, ASSOCIATED NEW MEDIA (DMGT)

I was employed to create online promotions and microsites for soccernet.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 bespoke content to CompuServe subscribers.

1996 - 1998

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

I cut my teeth as a web designer in my first 'proper job' with the UK's 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, highlighted by designing and building the first NEXT plc retail site.

EDUCATION:

1991 - 1994

BA (HONS) VISUAL COMMUNICATION

UCE Birmingham