

Lyndon Lloyd

Art Director & User Experience Designer

E-mail
me@lyndonl.com

Portfolio
www.lyndonl.com

Profile

12-year career spanning design, strategy, development, and implementation for the Web; print advertising, marketing collateral and signage design; team lead/management experience; and photography.

Extensive commercial, freelance and non-commercial portfolio encompassing multiple industry sectors; post-graduate degree; excellent written and inter-personal communication skills.

Core Competencies

- Standards-compliant client-side programming and full cross-browser/platform Web, Mobile and HTML Email design; multimedia; server-side coding; database & CMS integration
- Information Architecture, Interaction and User Experience Design, including scenario modelling, wireframing, sitemapping, user flow and navigation architecture
- Print, magazine, signage and brochure design; identity and branding

Software Proficiency

Adobe Photoshop CS4
Adobe Illustrator CS4
Adobe InDesign CS4
Adobe Flash CS4
Adobe Dreamweaver CS4
Adobe Acrobat
Coda
OmniGraffle
Navicat for MySQL
MS Visual Studio
MS Access
Apple iLife
Apple iWork
Quicktime Pro
Microsoft Office
Mac/Windows OS

Technical Skills

XHTML/CSS
JavaScript
jQuery/Ajax implementation
PHP
SiteCore CMS
Drupal
Wordpress
ASP 3.0 / ASP.NET
SQL Server
MySQL Server/phpMyAdmin

Photography

9 years shooting color slide, B&W film, and digital on Nikon AF systems with expertise in nature photography and 7 years' experience shooting conferences and events

Experience

Sr Interactive Art Director / Web Producer

1105 Media / FTP, Inc. (2001 - 2008; 2008 - present)

Manager/Project/Team Leader of Web design team overseeing design and production of organization's entire online presence, serving millions of users per month and generating over \$7 million a year in conference registrations.

Lead graphic, interface and advertising collateral designer for events and magazine websites; designer for event collateral (brochures signage, apparel, etc); on-site photographer for multiple events, including keynote addresses by industry leaders like Bill Gates and Sun Microsystems CEO, Jonathan Schwartz.

Creative lead in complete rebrand of Web Design World, earning recognition from world-renowned Web designers.

Interactive Creative Director, Events / Freelance Designer

Future US (2008 - present)

Full-service design across print and online media for multiple product divisions and external client projects, including magazine advertising, marketing materials, web design and development, and event collateral for multi-national companies, including Amazon, RIM, Sanyo, Fujitsu, Research In Motion and Nvidia.

Designed / co-ordinated signage for company's booth at Comic-Con International in 2008 and 2009 and all onprint/video assets for Nintendo Power 20th Anniversary party in New York, 2008.

Creative Director, Developer, Co-Executive Editor

ToffeeWeb.com (1996 - present)

Design, development, maintenance and content production for fan site devoted to English soccer team, Everton, serving a daily audience of 30,000 readers and attracting upwards of 3 million page views monthly.

Built custom Content Management System for news delivery, article publication and management of largescale reader-generated content.

Widely recognized as one of the premier unofficial soccer sites on the Web; runner-up in 2004 Football Website Awards, shortlisted for "Best Premier League Fanzine" 2008, 2009.

Sr Implementation Designer

Quidnunc (2000 - 2001)

Dual role as User Experience / Information Architect and client-side programmer forming an integral part of successfully-launched B2B and B2C websites for multiple clients, as well as agency's own external and internal web presence.

Responsible for all client-side programming (HTML, DHTML, JavaScript, CSS etc), graphic manipulation, scripting and integration with server-side components (JHTML, ASP).

Freelance/Contract Web, Graphic and User Experience Design (1997 - present)

Web design, development, user experience consulting and print design services for a diverse array of clients including: Sony Playstation Europe, Madge Networks (UK), *The Telegraph* (UK), Hydron Ltd (UK), Pike & Company, Cresta West, Veterinary Surgical Associates, Tech Policy Summit, Pacheco Brothers Gardening Co., Samizdat Publishing, Wassmer Properties, Crawford Communications.

Education

Masters in US History — University of Wales, UK
BA Hons. Degree in History — University of Wales, UK