

Martin Lucas BSc

Contact Me

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Hello

I have over 10 years experience working as a Designer and Developer within the web industry. After finishing my Degree in Multimedia Design, I began working for a popular London New Media agency, working alongside a talented team on projects for various global brands. I'm currently working as a freelance Website Designer, where I've created a reputation for helping small businesses, individuals and start ups build and establish a strong online presence by creating beautiful websites that work.

I am a hard working creative problem solver with an obsessive eye for pixel based detail. I'm looking to further my career and contribute to a innovative and distinctive agency who shares my passion for the web.

Skill Set

Applications

Adobe Photoshop and Illustrator

Adobe Dreamweaver

Video and audio editing software

Microsoft and Apple office suites

Mac OS X and Windows operating systems

Languages & Platforms

HTML

CSS

PHP

MySQL

WordPress

Experience

July 2003 - Present

Freelance Website Designer & Developer

Colchester, Essex

- ✓ Receive client project ideas and work with them to produce a detailed brief.
- ✓ Produce quotes based on brief and specifications.
- ✓ Developing wire-frames and initial layouts through to a finished design, understanding usability and accessibility. Managing client feedback and expectations, obtaining sign off.
- ✓ Developing websites using HTML, CSS and WordPress and building to recognised web standards.
- ✓ WordPress theme design and development, selecting and customising plugins.
- ✓ Thorough testing on various platforms and browsers including desktop, tablet and mobile.
- ✓ Advising clients on use of social media to gain exposure for their brand and product.
- ✓ Search Engine Optimisation and submission. Planning and setting up PPC campaigns.
- ✓ Website analytic reports, providing feedback to clients and suggesting strategies on how to improve their website.
- ✓ Managing project deadlines, tracking time for invoicing and organising my work schedule.
- ✓ Providing support and creating hand over documents for clients.
- ✓ Maintaining contact with clients, building long lasting relationships and providing updates.
- ✓ My work has been included in Smashing Magazine and Six Revisions, as well as a number of respected CSS galleries.

March 2001 - July 2003

New Media Developer at Concept 5D
Parsons Green, London

- ✓ Working with designers and developers creating websites, intranet sites and interactive multi media applications, bridging the gap between both departments.
- ✓ Clients included Honda, British American Tobacco, Furniture Village and Smallbone of Devizes.
- ✓ Adobe Flash, Director and HTML / CSS development within Dreamweaver.
- ✓ Project management of a large scale application, organising tasks for a team of 6 creatives.
- ✓ Working to deadlines, often putting in extra hours to ensure projects are completed.

June 2000 - March 2001

Freelance Website Designer
Colchester, Essex

- ✓ Promotional design for Sports Distribution company, creating marketing documents and email newsletter campaigns.
- ✓ Creating Flash animations for the Xerox Multimedia support website.

Additional Employment Experience

September 2004 - Present

Print Manager Studio One Frames Ltd (Part-time)
Little Clacton, Essex

- ✓ Extensive knowledge of Adobe Photoshop to produce fine art reproductions of artists' work.
- ✓ Managing client expectations and working to deadlines.
- ✓ Marketing services online and within industry publications.
- ✓ Design, build and maintaining company website; <http://digitalprintdesign.co.uk>
- ✓ Instrumental in establishing and growing the business to become a recognised and well respected brand within the industry.

Education

1997 - 2000

University of Hertfordshire
Software Systems for the Arts & Media

Interface and website design
Object orientated programming
Multimedia design and development
Video and audio editing

1995 - 1997

Tendring Technology Collage
A-Levels in Art, Computer Science and Math

1991 - 1995

Tendring High School
10 GCSE's passes, including English and Maths

Additional Information

I have a genuine enthusiasm for the web and actively keep up to date with latest trends and technologies. References are available on request.