

# Curriculum Vitae

**Daniel Franklin**

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Date of birth: 23 June, 1980

Nationality: South African / Austrian

Marital status: Single

Language: English, German (conversational)

Portfolio: [www.frankdaniel.co.uk](http://www.frankdaniel.co.uk)

## SKILLS

Skills	Time	Level
Information architecture / user experience	2.5 years	Advanced
Usability testing (using TechSmith Morae software)	1 years	Intermediate
Web / UI design	7 years	Advanced
Graphic design / production (print)	2 years	Intermediate
Web development (CSS + HTML + XHTML)	5 years	Advanced
Web editing	3 years	Intermediate
JavaScript (common libraries e.g. Mootools, JQuery etc)	2 years	Intermediate
Understanding of accessibility (W3C)	5 years	Advanced
Flash	2 years play	Beginner
Viral Campaign Strategy	1 year	Beginner
Working with PHP and .NET Platforms		

## EMPLOYMENT

Jul 08 – Feb 09

**Elvis Communications – London****Web User Experience Architect – Contract (contract extended)**

I worked on digital architecture and planning. Taking the project from meeting the client through digital strategy, user journeys, sitemaps, wireframes, overseeing production and usability testing. I worked on projects planning websites, microsites and newsletter campaigns for Cadbury, Electronic Arts, Edge, Mitchells & Butlers, P&O Cruises, T-Mobile, Virgin, Which? and Met Police.

[www.elviscommunications.co.uk](http://www.elviscommunications.co.uk)

Jun 08 – Jun 08

**Suburb - London****Information Architect – Contract**

IA for a student discount card website. StudentsInNeed focus on ONLINE discounts, not just the High Street. Exclusive discount codes offer unlimited savings online. I completed the sitemap and wireframes.

[www.studentsinneed.com](http://www.studentsinneed.com)

May 08 – Jun 08

**StrategyEye – London****User Interface Designer / Information Architect – Contract (contract extended)**

I worked closely with the CEO planning the IA for the redesign of the Strategyeye web interface. I then designed each section of the website, oversaw the production and did some usability testing.

- Jul 07 – May 08      **ChameleonNet** – London  
**User Interface Designer / Developer**  
Planning web strategy, designing and development of sites ranging from in-house projects to client facing projects. Newsletter design, development and testing.  
Design – Photoshop, Illustrator and Flash.  
Development – CSS, XHTML and JavaScript for Web 2.0 (W3C Standards)
- Jun 07 – Jul 07      **StrategyEye** – London  
**Information Architecture / Web Designer – Contract (contract extended)**  
Planning and design of new look and feel (including icons).
- Feb 07 – Jun 07      **Pipex Hosting** – London  
**Web Designer / Developer**  
Design and development of micro sites within current framework of 123-reg and Webfusion. Monitoring traffic and SEO positioning through webposition and google analytics. Creating material to increase SEO positioning in Google. Monthly newsletter design and distribution using kmailer.
- Oct 06 – Dec 06      **Royal Horticultural Society** – London  
**Web Designer / Developer – Freelance**  
Design and development of Grow your own Veg micro site.
- Aug 06 – Dec 06      **Michael Page Marketing** – London  
**Designer – Freelance (contract extended)**  
In-house marketing / media agency for Michael Page Recruitment.  
Production of invitations, calendars, magazine / newspaper adverts, posters and web banners.
- Feb 06 – Jul 06      **Design Hotels** – Berlin  
**Web / Print Designer – Contract**  
Marketing / media agency for creatively designed hotels.  
Design and implementation of website; production of packaging, invitations, and brochures; typesetting of coffee table book, magazines and photo retouching.
- May 05 – Feb 06      **Sociallife.co.uk** – London  
**Founding Partner** (web design + editor)  
Based on Sobrisbane (*see below*), we tried to crack the London market. I was the web designer and in charge of creative direction and co-ordination of journalists and photographers, sourcing and editing all content, budgeting and photo retouching. Lack of funding and fierce competition forced us to abandon the project.
- Jan 03 – Apr 05      **Sobrisbane.com** – Brisbane  
**Founding Partner** (web design + editor)  
Marketing / media / event management. Identifying an opening in the local market and establishing the “So” brand through the online lifestyle and culture magazine sobrisbane.com. We invited our online audience to join us at events in collaboration with local designers, venues and musicians.  
I created the brand, web interface, developed the website, weekly editing, budgeting, documentation of site development, uploading and retouching photos.
- Aug 02 – Apr 04      **Siemens Mobile** – Brisbane  
**Queensland Corporate Account Manager**

Product training and presentations, marketing and business development, corporate relations and support, weekly journey plans, client relationship building and territory management.

**Queensland Retail Account Manager** (promoted to corporate AM)

Product training, increase % in market share in retail space, reporting up to date figures, incentive scheme management, weekly journey plans, achieving set sales targets, client relationship building and territory management, Merchandising.

Oct 00 – May 02

**Working Web Company** – London

**Web Designer** – Part time

Digital agency working with corporate companies as well as charities.

Feb 00 – Aug 00

**Discovery** – Johannesburg

**Web Designer** – Full time

Discovery is a financial services and assurance company. Revolutionising the health insurance industry (South Africa) by offering healthy perks like gym membership to people's policies, continuing the evolution, an in-house development team was setup to convert the claiming procedures from the "admin heavy" paper claims to a much more efficient cost effective online procedure.

Jan 98 – Jan 00

**LiveTechnology** – Johannesburg

**Junior Web Designer**

Working in a team designing website and portals.

**REFEREES:**

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On request

**EDUCATION:**

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2001 - 2002

BTEC National Certificate in Business & Marketing  
City of Westminster College London (Distinction)

1994-1997

**High school**

Pietermaritzburg College, South African

1990-1993

**Primary school**

Treverton Prep, South African