

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**SKILLS**

Skills	Time	Level
Information architecture / user experience	2.5 years	Advanced
Web design	9 years	Advanced
Graphic design / production (print)	2.5 years	Intermediate
Web development (CSS + HTML + XHTML)	7.5 years	Advanced
Web editing	3 years	Intermediate
JavaScript	2 years play	Beginner
Understanding of accessibility (W3C)	5 years	Advanced
Flash	2 years play	Beginner
Viral Campaign Strategy	1 year	Beginner

EMPLOYMENT

Jun 09 –

Research Machines – Didcot Parkway**UI Designer / Information Architect – Contract (3 Month extended 2 times)**

RM Ltd is involved in a joint venture to develop software which will take the whole exam authoring and editing process online.

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- www.ocr.org.uk

The purpose of the editor is so that all future exams can be written on a secure platform that also includes communication capabilities between the commissioner, authors and editors. Currently this is done by print and courier. It will also include dual author mode for paper and computer based exams which can be authored simultaneously.

I created wireframes, user journeys and sitemaps. These were used to create and support the functional specification.

www.rm.com

- Jul 08 – Feb 09 **Elvis Communications – London**
Web User Experience Architect – Contract (extended contract)
 I worked in a team of two, in charge of all digital architecture and planning. Taking the project from meeting the client through digital strategy, Personas, user journeys, sitemaps, wireframes and overseeing production. I worked on projects planning websites, microsities and newsletter campaigns for Cadbury, Electronic Arts, Edge, Mitchells & Butlers, P&O Cruises, T-Mobile, Virgin, Which?, Met Police.
www.elviscommunications.co.uk
- Sept 08 – Sept 08 **Barkers – London**
Web Developer - Contract
 Building a various microsities in XHTML and CSS.
www.barkers.co.uk
- Aug 08 – Sept 08 **LSBU Lecture Series - London**
Web Design and Development – Contract
 Design and development of a website supporting the London South Bank University – Lecture Series book launch. In Collaboration with Stock Woolstencroft.
www.lsbu-openseries.com
- Aug 08 – Aug 08 **Suburb - London**
Information Architect – Contract
 IA for a student discount card website.
www.studentsinneed.com
- May 08 – Jul 08 **StrategyEye – London**
UI Designer/Information Architect – Contract (extended contract)
 Web 2.0 website analysis and re-design. Upgrading the layout and information availability/usability/functionality through research using the latest techniques. SVG Industry map design and help with interactive implementation.
www.strategyeye.com
- Jul 07 – May 08 **ChameleonNet – London**
Web 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)
www.bigbustours.com, [MSF – Doctors without borders](http://www.msf.org.uk) or www.msf.org.uk
www.starpsychic.co.uk
- Jun 07 – Jul 07 **StrategyEye – London**
Web Designer/Developer - Contract
 Design of new look and feel (including icons) and development.
www.strategyeye.com
- 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.
 Design, CSS and XHTML coding (W3C Standards)
www.123-reg.co.uk, www.webfusion.co.uk
- Jan 07 – Feb 07 **Addison Marketing – London**
Artworker – Freelance

Artwork/typesetting of Deutsche Post annual report

Oct 06 – Dec 06

Royal Horticultural Society – London
Web Developer – Freelance
Design and development of Grow your own veg micro site
Photoshop, CSS and XHTML coding (W3C Standards)
www.rhs.org.uk/vegetables/index.asp

Aug 06 – Dec 06

Michael Page Marketing – London
Artworker – Freelance (**extended contract**)
In-house marketing/media agency for Michael Page Recruitment
Production of invitations, calendars, magazine/newspaper adverts, posters, web banners and photo retouching

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
www.designhotels.com

Jan 06 – Feb 06

Addison Marketing – London
Artworker – Freelance
Artwork/Production of Syngenta and Heineken annual reports

May 05 – Dec 05

FYI Creative – London
Design lead – Freelance
FYI Creative design & production agency. Working closely with the design and development teams I managed the following Projects:

Skype – web production and viral emails (W3C Standards)
Blackberry – Interactive banner advertising
Swiftstalker – a web tracker exclusively for flash websites
DA Notices – internal website for ministry of defence (W3C Standards)
Chocolateobession.co.uk – event management company
Shufflecasino.co.uk – event management company

Sociallife.co.uk – based on Sobrisbane (*see below*), we tried to crack the London market. I was in charge of creative direction and co-ordination of journalists and photographers, sourcing and edit all content, budgeting, prioritisation, scheduling, and photo retouching. Time constraints, lack of funding and fierce competition forced us to abandon the project.
www.sociallife.co.uk

Jan 04 – Apr 05

SoMedia – Brisbane
Founding Partner (design)
Marketing/media/event management agency. 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 offline events in collaboration with local designers, venues and musicians.
I created the brand, web concept, developed the website, weekly editing, budgeting, documentation of site development, uploading and retouching photos.
www.sobrisbane.com

Aug 02 – Apr 05

Siemens Mobile – Brisbane
Corporate account manager

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

Retail account manager

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 – Full time

Web development agency. Working with corporates as well as charities - the projects varied in design scope.

I was in charge of concept designs, development, maintaining existing websites on our servers. I got my first taste of accessibility and web standards.

www.linklaters.com (W3C Standards)

www.ing-media.co.uk (W3C Standards)

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 revolution 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.

My job was to design an interface which was fresh, clean and easily navigational. This was my first big project and I thoroughly enjoyed it. From a team of three designers (including my creative director) my concept was chosen and used for years.

www.discoveryworld.co.za

www.destinyhealth.com

Jan 98 – Jan 00

LiveTechnology – Johannesburg

Junior Web Designer – Full time internship

Provider of marketing communications technology offering a diversity of online business solutions and technologies.

I was part of the design team learning the principle of web design, developing consumer web portals (entertainment.co.za, Property.co.za and Health.co.za). They withdrew from the South African Market and are now based in USA.

www.livetechology.com

REFEREES:

On request

EDUCATION:

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

Training

1998	Intoweb – South Africa (an ISETT SETA accredited training facility) Photoshop Dreamweaver HTML
2005	ZinMedia – London CSS with Design XHTML Introduction
2006	One by One – Berlin InDesign
2007	Ubiq – London Flash Introduction