

Peter Waldock

New Media Designer

Profile

As a Design and Technology graduate with over 16 years of commercial experience as a creative professional I have developed strong design and communication skills. I have real passion for user interface design and a proven track record of creating engaging and usable interactive experiences using industry standard technologies & software.

My skills include, but are not limited to, standards compliant & accessible HTML/CSS websites, digital marketing & SEO optimisation, user experience design, 3D modeling & animation, Audio & video editing, logos and brand development. My breadth of experience is just as varied, gained from working on projects ranging from high-level corporate design for financial services to jovial brand building flash games. My flexibility enabling me to adapt to different design problems is demonstrated by my portfolio. I'm an enthusiastic team player who is equally capable of working alone to take a brief and deliver to tight deadlines with consistently high standards and attention to detail.

Address

5 Saddlers Way
Chatteris,
Cambridgeshire
PE16 6BL

Office

01354 695535

Mobile

07580048103

Email

petewaldock@gmail.com

Portfolio

www.chaosdigital.co.uk

DOB

19/12/76

Nationality

British

Portfolio Sample

View my complete portfolio at www.chaosdigital.co.uk

Title	Summary	URL
Kontainers	<p>Working closely with the engineering team we have created a first of its kind freight shipping product that has been recognised by the worlds largest shipping line as being disruptive and "game changing".</p> <p>As well as designing every aspect of the brand, website, app and marketing material, my digital marketing and lead nurturing efforts have resulted in significant gains in organic traffic and customer engagement.</p>	www.kontainers.com
Fishtree	<p>As Head of design I have been responsible for all creative output including logo & brand, website, Web app UI, promotional videos, digital marketing (inbound & outbound) and everything in between.</p> <p>Following my work on making the web app responsive Fishtree was awarded Most Disruptive and Overall NextGen winner in Mobile at the SIIA Nextgen Awards 2014.</p>	www.fishtree.com <i>(This site has been edited by the client. Please visit my portfolio to view designs)</i>
Co-op Furniture	<p>Anglia Regional Co-operative society's first foray into online sales needed a warm and inviting mood accompanied by an intuitive user experience.</p> <p>Following the initial discovery phase the design process involved separating structure from presentation via the use of wire-frames and mood boards. This allowed us to focus and agree on the sites look and feel before implementing the wire-frames and information architecture. Throughout the design phase the interface was prototyped and usability tested to ensure an effective user experience.</p> <p>The designs were warmly accepted by the client and user focus groups. The initial concept so closely targeted the brief that there were only minor changes to the final signed off design.</p>	www.chaosdigital.co.uk/co-op.html <i>(This site has been edited by the client. Please visit my online portfolio to view initial & signed off designs)</i>

Experience

Company	Role	Duties	Date
Kontainers	Head of Design	Lead all creative processes and manage marketing team.	2015 - Present
Fishtree	Head of Design	Founding member & responsible for all creative output.	2012 - 2015
HotPrints	Creative Designer	At HotPrints I was responsible, as the lead designer, of all creative assets including interface design, product design, online marketing, application assets and communications. A key requirement was to ensure brand consistency across all online, offline and partner collateral.	2009 - 2011
Lightstone Interactive	Senior Web Designer	<p>Initially employed as a Web Designer I was promoted to Senior Web Designer in 2006. My duties at Lightstone involved designing and producing accessible, semantic XHTML/CSS websites and interactive Flash demos & applications. I've created and developed online brands utilising many design techniques and disciplines such as vector illustration, graphic design and 3D animation.</p> <p>The ability to create a diverse range of bespoke visual asset styles has given me the flexibility to work in a variety of business sectors from retail SMEs like Premier Kitchens & Bedrooms to large financial services like Alliance & Leicester.</p> <p>Working closely with clients to excavate their core messages I've given shape, form and hierarchy to their online visual communications.</p>	2001 - 2009
Transact Group	3D Graphic Designer	3D Environment creation. Image manipulation. Advertising design for print.	1999 - 2001
Geodesys	Data input	Data capture and export.	1998 - 1999

Software Experience

I'm am proficient in the following industry standard software: Adobe Photoshop, Adobe Illustrator, Adobe Animate, 3D Studio Max, Cinema4D, Premier, Sound Forge & MS Office.

Education History

1995 to 1998 - Plymouth University | Design, Technology and Business Bsc (Hons)
1993 to 1995 - St.Ivo Six Form College | A Levels Design and Technology, Business Studies
1988 to 1993 - St.Ivo Comprehensive | GCSE

Interests

When not staring at my computer screen, I enjoy spending time with my wife and friends as well as martial arts, windsurfing and creating music.