

Patrick Rushton

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Experience

Oct 10 – now **Senior Interaction Designer, LBi Lost Boys**
Joop Geesinkweg 209, 1096 AV Amsterdam

- Designing brand-building interactive online concepts for clients including a customer engagement platform for Interpolis, a new travel booking interface for NS Hispeed, a mobile/Facebook campaign for Heineken and optimising FBTO's website to increase conversion.
- Developing user flows, wireframes, interactive prototypes and leading visual designers, animators and working closely with front-end developers.

Jul 08 – Sep 10 **Interaction Director, Dynamic Zone**
Herengracht 444-2, 1017 BZ Amsterdam

- As a key member of the creative team for this digital agency, I was responsible for turning business objectives and user needs into interactive concepts and taking projects through to design execution, technical development and launch.
- Defining interaction and user flow, determining functional requirements, and creating engaging visual designs and user interface frameworks hands-on in Adobe Creative Suite.
- Developing rich website front-ends, prototypes, games, and applications using Adobe Flash, ActionScript 3, OOP, XML, HTML & CSS and leading external developers where needed.
- Clients included MTV, Nickelodeon, UPC, Cablecom, National Postcode Loterij, Randstad, McDonalds, Bond van Adverteerders, and several ROC colleges across the Netherlands.

Jan 05 – Jun 08 **Interactive Producer, Chellomedia / UPC Broadband**
Berghaus Plaza, Kon. Wilhelminaplein 2-4, 1062 HK Amsterdam (from Feb 06)
Beaumont House, Kensington Village, Avonmore Road, London W14 8TS (until Feb 06)

- Responsible for the design and development of interactive television applications for UPC and external clients, including award-winning portals for Sport1 and VPRO, red-button applications for BNN, MTV, TMF, Discovery Channel, Film1, and RTL, and interactive advertising for brands such as Sara Lee, Libresse, Rabobank and Telfort.
- Translating product requirements into intuitive interface designs, working to brand guidelines, product constraints and usability best practices.
- Communicating designs and production planning to stakeholders and geographically dispersed development teams using storyboards, wireframes, functional specifications, design guidelines and UI standards.
- Creating motion graphics, broadcast video content, channel promos and show-reels using Apple Final Cut Pro, Autodesk Maya and Adobe After Effects.

Jul 00 - Dec 04 **Senior Interactive Designer, Multimedia Television PLC**
Cheltenham Film Studios, Hatherley Lane, Cheltenham GL51 6PN

- Designed sites and interactive television services for clients such as Vodafone, NTL, Telewest, Powergen, Thomas Cook, British Airways, Jobcentre Plus and the Department of Health.
- Lead the UI and visual design of an extensive health information portal (NHS Direct) launched across multiple platforms.
- Used a strong knowledge of design principles, browser and device capabilities, Adobe Photoshop, Fireworks, Flash, XHTML, CSS, JavaScript, and XML to create high quality sites based on best practices and web standards.

Sep 97 - Jun 00 Freelance Web Designer

- While at university I worked on various web and multimedia projects on a freelance basis for several clients and marketing agencies.

Dec 96 - Sep 97 Marketing Communications Executive, AFP Technology Ltd

201 Lansbury Estate, Knaphill, Woking, Surrey GU21 2EW

- Designed and maintained the software-company's websites; producing Flash presentations, Director CD-ROM demos; writing copy for press releases and product information.
- Coordinated stand design, marketing activities, budgets and logistics for the company's presence at trade exhibitions throughout Europe, achieving record levels in sales leads.

Jan 95 - Dec 96 Support Engineer, AFP Technology Ltd

201 Lansbury Estate, Knaphill, Woking, Surrey GU21 2EW

- Provided technical support and training to internal teams and external clients for the company's document management and form-design software.
- Took the initiative to create the company's first website, which led to new business and promotion to a position in the marketing team.

Awards & Nominations

Winner	Silver SpinAward 2007 for Best Interactive Video Concept
Winner	New Media Age Effectiveness Award 2007 for Best Use Of Interactive TV
Nominee	International Emmy Award 2007 – Outstanding Achievement in Interactive Television
Nominee	AFDESI International iTV Awards 2004 – Best T-Commerce service
Finalist	National Online Recruitment Awards 2002 – Best Recruitment Website

Education

2008 - 2009	3D Graphics & Animation Qantm College, Amsterdam (part-time)
2006 - 2008	Dutch as a Second Language – to Advanced level University of Amsterdam (part-time)
1997 - 2000	BSc Degree in Multimedia and Media Communications University of Gloucestershire, UK

Personal

Nationality	British
Languages	Native English and proficient Dutch
Interests	Hiking, scuba diving, skiing, drawing, DJing and music production. I am an active member of the local design community and enjoy participating in events such as Picnic, FITC, Adobe User Group and Amsterdam UX Book Club.

For examples of my work, please see my portfolio at <http://www.patrickrushton.com>