

Patrick Rushton

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Experience

Jul 08 – now

Interaction Designer, Dynamic Zone

444-2 Herengracht, 1017 BZ Amsterdam

- Designing and developing online user experiences with an emphasis on creativity and interaction, such as game-based microsites, viral web campaigns and interactive television commercials.
- Working with clients to determine their communication objectives and to develop brand-building creative concepts that connect with their target audiences.
- Taking concepts through to execution by defining interaction and user flow, determining functional requirements, and creating engaging designs hands-on in Adobe Creative Suite.
- Building prototypes, games and website front-ends using Flash, ActionScript 3, XHTML & CSS. Bringing in specialist skills from a network of freelancers and back-end development partners.
- Clients include MTV, Nickelodeon, National Postcode Loterij, UPC, Randstad, McDonalds, Bond van Adverteerders, ROC van Amsterdam and Noorderpoort College.

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 production of interactive television projects for UPC and external clients, including award-winning portals for Sport1 and VPRO, red-button applications for BNN, MTV, Discovery Channel, Film1, RTL and Eyeworks, and interactive commercials for brands such as Sara Lee, Libresse, Rabobank and Telfort.
- Translating product requirements into visual concepts and intuitive interface designs, working to brand guidelines and usability best practices.
- Producing project documentation including storyboards, wireframes, functional specifications, progress reports, design guidelines and user-interface standards.
- Guiding geographically dispersed team members through the production process, ensuring that the creative vision, functional requirements, and deadlines are fulfilled.
- Providing creative and technical guidance to content partners in order to localise games and repurpose web content feeds for launch in UPC territories across Europe.
- Creating broadcast video content, channel promos, animations 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

- Designing and developing websites and interactive television services including games and information portals for clients such as Vodafone, NTL, Telewest, Powergen, Thomas Cook, British Airways, and government contracts including Jobcentre Plus and the Department of Health.
- Applying a deep understanding of user interaction principles and usability testing to produce accessible, highly intuitive interfaces and rewarding user experiences.
- Using a strong knowledge of Adobe Photoshop, Fireworks, Flash, XHTML, CSS, JavaScript, XML and optimisation to create high quality sites based on best practices and web standards.
- Targeting multiple browser platforms including the web, public access kiosks, interactive television (Liberate & OpenTV) and mobile (WAP), achieving best use of each platform through extensive knowledge of browsers and device capabilities.
- Supporting the commercial team with creative pitches by producing and presenting design concepts and storyboards, gaining new clients and winning several government contracts.

- Sep 97 - Jun 00** **Freelance Interactive 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
- Designing and maintaining the software-company's websites; producing Flash presentations, Director CD-ROM demos; writing copy for press releases and product information materials.
 - Coordinating 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
- Providing technical support and training to internal teams and external clients for the company's document management and workflow software.
 - Took the initiative to create the company's first website, which led to new business and promotion to a position in marketing.
- Jan 91 - Jan 95** **Sales Support Supervisor, End Design Ltd**
37 Bookham Business Park, Great Bookham, Surrey KT23 3EU
- Lead a sales support team of five.
 - Implemented and maintained ISO9001 quality standards in my department.

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 – Best Interactive Television Service
Nominee	AFDESI International iTV Awards 2004 – Best T-Commerce service
Finalist	National Online Recruitment Awards 2002 – Best Jobsite

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

Recent training includes Advanced Papervision3D, Editing and effects using Apple Final Cut Pro, ActionScript 3.0 Object Orientated Development.

Personal

Nationality	British
Languages	Native English and proficient Dutch
Interests	Hiking, scuba diving, skiing, travelling, DJing and music production

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