

Peter Waldock

New Media Designer

Profile

As a Design and Technology graduate with over 10 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.

Some of my many skills include standards compliant & accessible XHTML/CSS websites, Flash websites, games & applications, 3D modelling & animation, Audio & video editing, email campaigns 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.

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Portfolio

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Nationality

British

Portfolio Sample

View my complete portfolio at www.pgw-design.com

Title	Summary	URL
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 design so closely targeted the brief that there were only minor changes to the final signed off concept.</p>	<p>www.co-opfurniture.com <i>(This site has been edited by the client. Please visit my online portfolio to view initial & signed off designs)</i></p>
Nestlé Check Your Diet	<p>The Nestlé 'Check your Diet' application was rejuvenated via a rebuild and redesign.</p> <p>Aimed primarily at school children this application allows users to calculate how healthy their diet is ending in a printable results page with advice on dietary improvements. A bright, colourful and engaging user interface was designed and built with Macromedia Flash and action-script 2. Over 100 visual assets of food and drink types were created in 3D and given a friendly and accessible style.</p>	<p>www.nestle.co.uk/FoodAndNutrition/CheckYourDiet/</p>
Lazard	<p>Lazard Asset Management's tired looking website was failing to communicate their core message and brand values. Through an iterative process of design refinements Lazard were delighted by the final designs which went on to inform other marketing collateral.</p>	<p>uk.lazardnet.com/ <i>(This site has been edited by the client. Please visit my online portfolio to view initial & signed off designs)</i></p>

Experience

Company	Role	Duties	Date
Chaos Digital	Creative Director	XHTML/CSS website Design & Build.	2010 - present
HotPrints	Creative Designer	At HotPrints I have been responsible as the lead designer of all creative assets including interface design, product design, online marketing, application assets and communications. A key requirement has been to ensure brand and message consistency across all online, offline and partner collateral. In addition to design I have contributed to marketing copy & worked with internal and external teams.	2009 - 2010
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: Photoshop, Illustrator, Flash, Dreamweaver, Flash Catalyst, 3D Studio Max, 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.