

# C U R R I C U L U M V I T A E

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<b>web</b>	<a href="http://www.andybak.net">http://www.andybak.net</a>
<b>skills overview</b>	<p>Motion graphics and animation (Flash/After Effects/3D Studio Max) Graphic Design (Photoshop/Illustrator/Freehand) E-learning (interface design/content graphics and interactive content) Web development (HTML/CSS/Javascript/database integration and content management systems) Coding and scripting (Python/PHP/Actionscript/Visual Basic/SQL) Teaching software skills to a range of group sizes and proficiency levels. Good organizational skills. Management of large complex projects both solo and as part of a team.</p>
<b>work history</b>	<p>1995 - present: Freelance e-learning, interactive design, animation and web development. 1999- present: Freelance multimedia trainer 2003 - 2004: Part-time lecturer in 3D Animation, City College, Brighton 1998 - 1999: Training, technical sales and customer support for Digital Video Computing</p>
<b>selected clients</b>	<p><b>West End Studios</b> - Animation and video production. After Effects training. <b>DVC</b> - Multimedia training. Web site design and implementation of content management system. <b>British Aerospace</b> - Multimedia Training. <b>Edge Films</b> - 3D Animation and post-production for music videos. <b>Estee Lauder and Tommy Hilfiger</b> - 3D animated visualization for product displays. <b>Dolphin House</b> - Branding and stationary design. Design and implementation for online shop. <b>Science Museum</b> - Design and coding for web and kiosk based exhibits. <b>National Museum Directors Conference</b> - Web site design and development and management. <b>MB Publishing</b> - Database and desktop publishing development. <b>Skint records</b> - Graphic design. <b>Hanson White</b> - Graphic Design Training. Product, packaging and advertising design. <b>Madison Bell</b> - Software design and programming for customer and order tracking system.</p>
<b>graphic design</b>	<p>Work on a wide variety of design projects in a range of media including print, web, multimedia and video . My strongest areas of interest are probably typography, photo manipulation, interface design and instructional graphics.</p> <p>Over 8 years experience using Photoshop. I have used it in almost every project I've worked on during that time. Competant with Freehand, Illustrator and InDesign both in Mac and PC based environments.</p>
<b>motion graphics and animation</b>	<p>Post-production and computer animation on music videos that have been broadcast internationally. This involved complex animated sequences using 3D Studio Max and After Effects.</p> <p>Video editing and compositing using Adobe Premiere and After Effects. to produce video sequences for corporate conferences. I've produced material for use in e-learning that incorporates live video, 3d animations and interactive elements.</p> <p>Showreel containing some of this material can be seen at <a href="http://www.andybak.net">http://www.andybak.net</a></p>
<b>e-learning</b>	<p>I have worked in e-learning for various companies including Epic PLC, Knowledge Pool, Brightwave and Academy Internet. I have extensive experience producing educational content, simulations and animations using Flash (and also purely HTML based courses). I have also developed educational material for the Science Museum both for their web site and for touch-screen kiosks in the museum itself.</p>
<b>web design and development</b>	<p>I have worked on most aspects of web design including client liaison, developing requirements, prototyping, graphic design, coding, back-end/database integration, testing and usability/accessibility evaluations.</p> <p>I mainly hand-code HTML and CSS although I will occasionally use WYSIWYG tools such as Dreamweaver to facilitate layout and prototyping.</p> <p>I keep myself up to date with changing standards and techniques and their impact on web development practices. I have produced both traditional table-based and CSS based layouts. I'm aware of the graphical and technical restrictions of the web and with the need to balance usability, accessibility etc. against branding and aesthetic criteria. I take particular care with issues relating to cross-browser compatibility, usability and search-engine optimization.</p>
<b>software development</b>	<p>I have developed WYSIWYG content management systems for to allow clients to manage their websites for themselves. These were developed in PHP but I'm currently working on migrating the system to Python using the Django web development framework.</p> <p>For the National Museum Director's Conference I automated the migration of a large amount of data in Word documents into a database to allow web access and searching. I wrote an order tracking and customer management database for Madison Bell Ltd. that they use to run their advertising sales business. For the English Tourist Board I worked on integrating their 'Group and Tour Directory' database with a desk top publishing system</p>

to produce print ready output.

I frequently use scripting languages such as VBS, Javascript and Python to automate workflow in applications such as Photoshop and Flash, and MS Office via COM Automation. Automating routine tasks and integrating different applications is a particular interest of mine.

**training** I have run training courses in Photoshop, After Effects, 3D Studio Max, Freehand, Illustrator, Dreamweaver and Premiere for clients that have included British Aerospace, UK Greetings and The Police National Search Centre (PNSC).

I taught the 3D animation module of a BTEC National Diploma in Multimedia at Brighton City College and also an adult education evening class. The BTEC course lasted two terms and I was required to develop the curriculum and teaching materials necessary for these courses and to mark and evaluate the students final projects.

**personal interests** I have a home music studio where I write and record music. I'm currently trying to improve my rudimentary keyboard skills. I'm a fairly competent photographer and have sold a few pictures. Rather unsurprisingly my other interests include computer graphics and the Internet and the unimaginative stalwarts - travel and reading...

**references** References on request.