

Tim Allan

User Experience, Creative direction

Curriculum Vitae

With 10 years experience working in the design industry, in both the UK and Australia and have been involved in all aspects of the design process across web, interactive television, online and integrated advertising. Additionally, I am well versed in Information architecture and user experience and see this as a key channel with which to deliver innovation through interface design.



As well as excellent design skills and a comprehensive knowledge of the design process, I have strong project management skills, working closely with specialist departments like Usability and Development. Having lead a team of 3 designers, my communication and problem-solving skills are excellent both to internal teams and to external clients where I experineced in developing strong client relationships, from concept pitch, through to final approval.

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Education

1993-1996
Curtin University
Bachelor of Design (Hons)

Double Major in Interactive Multimedia and Product Design.

My thesis titled: "The design of Intelligent agents for human computer interaction", explored the design possibilities (specifically Avatars and anthropomorphism) as an aid to the navigation of large information systems.

1990 - 91
University of Western Australia
Bachelor of Arts (2 years completed)
Double Major in Psychology and French

Work Experience

May 2007 - current
Freelance Design Consultant

I currently freelance for the BBC developing new program concepts that live across online and linear (TV). These include new shows, services which range from 'Web 2.0' site design to non-linear narratives, which are pitched to the commissioning team at the BBC across Drama, Factual and Entertainment.

Broadly speaking, the ideas tend to exploit emerging technology and delivery platforms such as YouTube, MySpace to reach out to new audiences.

2006 - 2007
Hugo & Cat Ltd
Head of design

For 9 months I contracted at the design Agency, Hugo & Cat, leading their creative department. The work had two main thrusts, firstly, robust and thoughtful interface design work, backed by solid IA and creative. Secondly, 'marcomms' work focusing on developing great digital ideas for clients like Sony. My role spanned both of these, whilst providing creative direction for the team of 5 designers. I was involved directly with clients from pitch right the way through to final delivery, providing a creative bridge across programming to project management,

2005 - 2006
Mango Media
Head of New Media

I worked for Mango for almost two years, taking up their offer to head the digital department after initially freelancing for them. The department had gone through some major changes during the previous year through management reshuffling so my remit was to lead and reinvigorate the new media arm, a team comprising of 3 designers, with a fluid number of freelancers to provide ad hoc support. Within 6 months our output had improved dramatically - from poorly constructed HTML sites we now provide

robust IA and interface design, with output as accessible, compliant websites through to highly interactive flash sites. We are now doing an increasing amount of email marketing and can provide an integrated service for our clients when we dovetail with the offline team.

2004-2005
Proximity London
Art Director

Art directed the successful re-pitch for the entire Eurostar account dealing with their digital email campaigns, detailing future creative strategy for both their consumer and business customers.

Being a senior member of staff I was involved in all aspects of the creative process from pitching to managing junior staff and freelancers, staff resourcing and art directing photo shoots

2002 - 2004
AKQA Agency.com
Mook Tonic
Freelance Designer

I Freelanced for 2 years spending various time periods with a nuber of design agencies in London. The majority of the work was MarComs focused and ranged from entertainment through to FMCG and telecommunication clients.

2001
Avenue A |Razorfish(formerly DNA)
Senior Designer

DNA'S flat employee structure meant the role of a designer was varied and involved Art Direction, Design and even programming when required. The design studio was comprised of only 3 designers, lead by the creative director. My main focus of work was an Interactive TV project for The Department of work and Pensions on both the cable and Sky platforms. From pitch to final delivery, this 1 million pound plus project occupied most of my time. As it wound down, I moved into work for clients such as Shell, Egg, and Demon.

Skills

Excellent knowledge of both Macintosh and Windows environments for both desktop and web

Comprehensive knowlege of user experience and usability. Techniques including wireframing and user journeys

Excellent knowledge of Mobile platforms including Cocoa touch (iPhone)

Adobe Photoshop
Adobe Acrobat
Adobe Illustrator
Macromedia Dreamweaver
Macromedia Flash (including OOP in AS1 and AS3)
XML
CSS/XHTML
Microsoft Office

Interests

I am a keen runner and part of a social running group that meets twice weekly in London. I also enjoy the occasional squash game and will hopefully re-discover my golfing prowess later this year. A few years ago I completed the 3 peaks challenge for the Anthony Nolan trust. I am also a keen language student, and I have been going to weekly classes at Alliance Francaise to improve my French to a business standard.