

CURRICULUM VITAE

Personal details

Name: Ruby Whittaker

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Date of Birth: 25th September 1971

Current Position: Freelance creative specializing in New Media

Personal Profile: MA in Multimedia Productions, eight years agency experience, currently working as a freelance Creative specializing in New Media. Highly ambitious, determined, hard working and committed. Good interpersonal skills and the ability to communicate with people at all levels.

Skills:

- Good knowledge of PC and Mac design software (DreamWeaver, Fireworks, Flash, Photoshop, Illustrator, Adobe Acrobat.)
- A good understanding of marketing practices and the relationship between design and brand identity.
- More than ten years design experience with brand identity both on and off line.
- A conscientious approach to work. I am hard working and have excellent time management skills.

Employment history

Oct '04 - Current

Freelance Web Designer.

Working from home, working for SME and agencies

See www.rubywhittaker.com

Sep. '99 - Oct '04:

New Media Manager.

Responsible for the creative direction, structure and design of all New Media work.

My main activities include;

- Responsibility for recommending creative and technical solutions and where needed the construction, creative development and maintenance of New Media work.
- Leading, managing, coordinating, motivating and developing my team members.
- Ensuring clients are satisfied with the quality of service and creativity delivered.
- Controlling and managing the account/project's financial arrangements, preparation of proposals, client briefings and presentations.

Clients include: Alliance & Leicester, Black and Decker, Compaq, Cisco, EA Games, Heinz, Hoverspeed, Carlsberg Tetley, Muller Sony and NSPCC.

Aug. '97 - Sep. '99

**Multimedia/Internet Designer
Blaze Business-to-business Marketing Agency**

Responsible for handling all graphic, creative, concept, production and layout work involved in web site design.
Main client was Adobe: designing and developing their pan-European shopping site.
I also developed a separate division within Blaze called Spark :- My own initiative aimed at small businesses that would benefit from a more personal and less corporate approach.

Jun. '96 – Jun. '97

**Multimedia Designer
ODI (part of Poulter's Advertising Agency), Leeds**

Working as a part of one of the multimedia production teams (comprising of a producer, programmer and designer) Projects undertaken include: new business presentation tools for IBM NVQ internal assessment and new employee training packages, annual reports, management reports and in-store graphic communications for a Danish retail group.

**Additional
Jan. '97- Jun. '97**

Part-time Lecturer, Bretton Hall (part of Leeds University)

Teaching 1st and 2nd year degree students on the Digital Images for Textile Programme.

Part-time Lecturer, Leeds College of Art

Tutor on the Multimedia Open Learning Network Programme

Education

Current:

CIM Diploma in Marketing
De Montfort University.

Degrees:

MA Interactive Multimedia Productions
Huddersfield University

BA (Hon's) Photography 2:1
Nottingham Trent University

College Diploma:

Art and Design
Leeds College of Art and Design

School:

3 A' Levels (Sociology, Computer Science and Art)
7 O' Levels (including Maths and English)

Other interests

I am interested in architecture and interior design. In particular I am interested to see functional design in practise. I enjoy visiting bars and clubs, public buildings, shopping centres, etc

References available on request