

ANDREW O'REGAN

fantoraygun.com
uk.linkedin.com/in/fantoraygun
hellothere@fantoraygun.com
+ 447944693994

PROFESSIONAL STATEMENT

Senior Web & UX Designer and Frontend Developer, with a broad range of skills including wire-framing, digital art direction, information architecture, user research and workshopping, content and video creation, WCAG, performance auditing, HTML, CSS and Javascript. I specialise in customer/user centered design solutions and thinking, and have a passion for utilising new and developing technologies where appropriate and possible.

SKILLS

DESIGN

- Web/UI Design
- UX/Service Design
- Wireframing
- Information Architecture

DESIGN SOFTWARE

- Adobe Creative Suite (Photoshop, InDesign & Illustrator)
- Sketch
- Balsamiq

WEB DEVELOPMENT/CODING

- HTML, CSS (SCSS, PostCSS),
- Javascript (jQuery, GSAP), GruntJS, Node
- PHP & MySQL
- CMS (Drupal, Wordpress, Concrete 5, Gravity)

VIDEO, ANIMATION & AUDIO

- Final Cut Studio, Adobe Premiere & After Effects
 - On2 Flix, Sorensen Squeeze and Adobe Media Encoder
 - Soundbooth, Audacity
 - Wavelab, Ableton Live & Soundforge
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WORK EXPERIENCE

SENIOR WEB DESIGNER & FRONTEND DEVELOPER;
ROYAL SHAKESPEARE COMPANY, Stratford-upon-Avon

18 MARCH 2015 - PRESENT

I was hired to design and build the new responsive website for the RSC in time for Shakespeare's 400th Anniversary. Working with an in-house team of developers and content managers and creators, and with a relatively short timescale for such a large project, we overhauled all areas of the site, using some Agile working processes. Running workshops with various stakeholders throughout the business, and doing extensive user testing with a wide range of people, we restructured the Information Architecture and experimented with solutions for various user journeys and sections of the site. Working closely with the Head of Visual Communications I formulated a design language to be used across the site and the rest of our digital presence. All stages of the new design had to be approved by management, directors and the Board, and so I was required to regularly present and explain new parts of the site and functionality, and

take on board any recommendations and concerns. Currently we are adding new features to the site such as a Calendar View for the What's On section, streamlining existing functionality in Select Your Own Seats, upgrading the homepage, and carrying out performance audits to improve the speed of the site.

I was also responsible for designing and building the **RSC Live app**. Aimed at our global audience who see our productions in cinemas, the app offers digital programme downloads, extra content related to plays, and a scheduler to find out when and where in cinemas performances are being broadcast.

WEB DESIGNER;
STUDIOCANAL, London

15 MARCH 2013 - 1 MARCH 2015

As the sole in-house Web Designer at Europe's largest film distributor and production house I was responsible for creating online campaigns for both Theatrical and Home Entertainment releases. Working with the Marketing teams and with short lead-times in a very busy environment, I created digital artwork for use on the web and digital outdoor placements, and also helped the Graphic Designers with print design when required. I created microsites, animated digital 6 sheets, HPTOs, and rich media banner ads served on websites such as Vice, the w00t! network, the Guardian, the Mail. I also designed and built press release and screening invite emails, animated slates used in DVD and Blu-Ray extra features such as interviews, and advised the teams on digital best practices and new technologies available. My responsibilities also included advising on work carried out by external agencies, and taking part in brain-storming meetings for future campaigns. I designed, built and maintained an online marketing planner that was used by stakeholders from all aspects of the business.

DIGITAL DESIGNER;
MBA, London

8 MAY 2012 - 10 MARCH 2013

Part of the Digital Production Team in this integrated studio I worked with Account Managers and the Art Department to create high quality digital advertising. Often working closely with the Graphic Design team and keeping to tight deadlines for delivery I helped the team create projects across the digital spectrum for clients such as Mercure Hotels, Mercedes, The Marketing Society, Spencer's Solicitors, Comte and Embraer. As the most senior member of the team I took a lead in the creation of digital work such as banners, microsites, updating existing websites such as marketingsociety.com and comtecheese.co.uk, HTML eBulletins, and video/animation based projects for client presentations and pitches. I also assisted the junior members of the team with queries about technology, techniques and best practices. It was my responsibility to actively research new technologies, such as APIs and CMSs, for possible future use for clients. As a team we also developed concepts for pitches, and I implemented a testing suite for cross browser and platform testing.

FREELANCE WEB DESIGN & DEVELOPMENT;
London/Melbourne

NOVEMBER 2004 - PRESENT

I have freelanced at agencies both in Melbourne and London, working on brands such as Maybelline, NAB Bank, Yellow Pages, BUPA, Mercedes and Arsenal Football Club. Projects included designing banners, digital 6 sheets, microsite, video presentations, splash pages and ebulletins.

By myself, I have designed and developed a variety of high-quality websites, and I have a proven track record of delivering projects within deadline and budget. Projects have included thewallSE1.com, missionstartshere.com and culte.co.uk.

Working as part of the Marketing Department at Britain's premier dance venue, I created multimedia campaigns for shows, festivals, and general venue and brand promotion. As well as administering the company websites (sadlerswells.com, breakinconvention.com, globaldancecontest.com), I designed and built the fortnightly ebulletin sent to a list of over 140,000, designed banner ads, created websites for shows and festivals, and reported on web and email statistics.

Managing my own workload and liaising with a variety of stakeholders in a high profile arts organisation I continually developed the role to be more video oriented, while maintaining responsibility for my original duties. I maintained the company video archive using the Brightcove video delivery system at sadlerswellsdance.com, created DVDs for touring shows sent to national and international receiving houses, and edited promotional pieces to be shown by national broadcasters. I also assisted the other departments in the company, such as Education, Events, Development and Technical with their multimedia needs, and contributed to the online presence of the theatre, creating content for social media networks.

EDUCATION

- Film Editing with Final Cut Pro; London City University, Islington, 2008
 - MA in Creative Technology; Salford University, Manchester, Distinction, 2005 – 2007
 - BA in Communications Studies; DCU, Dublin, 2nd Degree Honours, 1999 - 2002
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REFERENCES

Richard Adams; Digital Program Manager, Royal Shakespeare Company

Contact: richard@radams.co.uk, 07973 490113

Tom Campbell; former Creative Services Manager, Studiocanal

Contact: designer.soup@gmail.com, 07590 260095

Mark Doerfel; Web Manager, Sadler's Wells

Contact: mark.doerfel@sadlerswells.com, 020 7863 8198