

expert

## SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe Flash
- Microsoft Office
- MS SQL Server 2000/03/05/08
- IIS 6/7 & Windows Server 03/08
- AJAX / Javascript
- ASP
- XML
- CSS
- XHTML

## DESIGN

- Typography
- Layout
- Colour Theory

## EXPERIENCE

1999 - Present

Established a reputable freelance business servicing many of the top UK interactive agencies and clients including many high street brands delivering a varied array of projects.

1999-2009: Refinery Interactive

Permanent freelance designer/developer. (Senior)

2007-09: Vision 360

Permanent freelance designer/developer. (Senior)

2006-09: Questar Communications

Permanent freelance designer/developer. (Senior)

2006-09: Rebecca Battman

Permanent freelance designer/developer. (Senior)

## EDUCATION

BSc. Multimedia - Hull University 1999

## ADDITIONAL SKILLS

Outstanding Communication Skills  
Excellent Project Management  
Excellent Presentation Skills  
Ability to multi-task, prioritise projects and work to tight deadlines

Craig also posses an indepth knowledge of current SEO techniques / guidelines, E-Mail marketing strategies from design through to delivery, web standards, usability and accessibility

## KEY ATTRIBUTES

Craig has extensive experience in creating unique and functional graphic and web related work. Participation in all stages of various projects - from initial liaison with the client, creating proposals, initial conception, to working in a team with everyone engaged in the development through to the delivery of a project.

A progressive, adaptable, and personal performance-oriented professional, naturally motivated to consistently achieve and contribute with thoroughness and tenacity.

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CRAIG A RICHARDS  
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12 THORNHILL PARK  
SUNDERLAND  
TYNE AND WEAR  
SR2 7JZ

# CRAIG A RICHARDS

Digital Creative Director, Senior Web Designer/Developer

## INTERESTS

Photography, travelling, snowboarding, downhill mountain biking, music, high end audiophile equipment, art, design, his alaskan malamute called timba & inevitably, video games. Yes, there may be a touch of nurd in him!

## TRAVELLING

USA, Canada, France, Switzerland, Austria, either snowboarding or mountain biking

## CLIENTS

Just a small collection of brands/clients Craig has worked with, either via a direct relationship, or freelance basis for an agency.

LR8 | The official drink of Lotus Racing, Ryobi Tools, Learning & Skills Council, AEG, Alders, Co-Op, My Pet Stop, Wernick Hire, Coram Showers, Philip Dennis, Apprenticeships go Higher, Archial Group, Iqon, UK Online, British Olympic Association, Create, Deloitte, Angels and Dragons, Archstone Homes, Deeley, Saco, Padders Shoes, The Sun, Yahoo, SCS Sofas, Health and Safety Executive, Sheffield Assay Office & many many more.

## ACCREDITATION

Craig's work has been showcased on many CSS design galleries, and has won several design related awards for not only his own work, but his clients too.

