

Bec Smith, Senior Designer

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personal and professional characteristics

I'm a passionate and self-motivated individual who can initiate and complete tasks with a high degree of efficiency and professionalism, and who can work contentedly in both collaborative or autonomous environments. I relish creative thought with end concepts in mind and have extensive hands on experience with production techniques for preparing graphic artwork. I've attained high level consulting and management experience for User Experience Design strategies and organisational methodologies through many complex, high exposure projects. I'm a creative idealist grounded in business reality with excellent communication and interpersonal skills.

key career achievements

Designed and information architected the inaugural BBC Electric Proms music festival. A website that integrated both BBC radio and BBC interactive TV offering, and included user participation. The website was nominated in the 2007 Webby Awards;

Designed and produced the Home Office UK public website and practitioner suite of 11 websites, which has been praised for design, accessibility, usability and navigation from the Royal National Institute for the Blind, UK;

Spent three months as administrator, designer, and IT consultant at the Harlem Studio of Art, New York;

Designed and creatively directed Victoria's Department of Premier and Cabinet website which was praised in the media by the Victorian Minister of Information and Communication Technology, Marsha Thomson;

Redesigned, creative directed and launched Morpheum's re-brand at the inaugural User Conference at Melbourne Exhibition and Convention Centre;

Designed, creative directed and illustrated for the Australian Interactive Media Industry Association's website. (AIMIA are the national peak body for interactive media professionals);

Creative directed the 2003 AIMIA nominated EcoRecycle Victoria website for the category of Best Government website;

Presented at Unite, the first of monthly design forums, for designers by designers, held at Swinburne's National School of Design, and lectured on website design processes at Monash University's Multimedia Department;

Was nominated and invited to submit an application for 2002 Telstra Business Woman of the Year;

Designed, art directed and personally produced the St Kilda Chefs calendar project;

Designed and produced the 1999 AIMIA award Best Practice Website Australian Taxation Office's Registered Software Facility website;

Designed, art directed and produced the Melbourne International Arts Festival website which was acknowledged as Internet.au magazine's best website of the month;

Designed and produced the 1998 AIMIA award Best Business to Consumer Website with the Sokjaysee Orthodontics for Children website;

Designed and art directed National Australia Bank's first ever Internet Banking Facility.

career history

A graduate of Swinburne National School of Design, Bachelor of Graphic Design, I have been working in the design industry for over fourteen years in Melbourne, Sydney, Brisbane, New York and London.

2007

Worked at Sensis focusing on user value and future innovation for high profile products.

Contracted to ABC's Radio Australia, redesigning the Chinese News Service and the Radio Australia website. Participated in the 2007 Melbourne Design Festival with a kaleidoscope installation called Beautiful View.

2006

Worked as a designer at BBC Radio and Music on the inaugural BBC Electric Proms website offering. This website was the first to showcase entire performances online and integrate BBC radio and BBC interactive TV offerings. I attended the event as photo editor, producing content of each performance. This website is currently nominated for a Webby Award.

2004-2006

I travelled to New York and London where I worked in both a freelance and permanent capacity, on UK government projects such as the Home Office suite of websites, Home Office Intranet, NHS, Westminster Council and e-learning projects.

This work has been recognised in usability studies for the Home Office Public Portal for best practice accessible templates and Royal National Institute for the Blind accredited design. It scored 80.5% across 5 categories, and received specific praise for design and navigation.

2000-2004

Following a successful eighteen month journey as a freelancer working with both Morpheum and the Australian Broadcasting Corporation, I then joined Morpheum as Creative Director and partner, which enabled me to focus on the many aspects of design I enjoy most; a one on one relationship with client needs, a forum to express creative direction, and the flexibility to turn that direction into a tangible form for the benefit of users. Morpheum's large list of government and festival clients allowed me to specialise in Accessibility and Usability standards with a dynamic visual edge.

1998-2000

I worked as Producer at Grey Interactive to create Internet.au magazine's website of the month for Melbourne International Arts Festival.

I then moved to a position at a new and burgeoning multimedia company, Eclipse Group, to become head of design for website development in the Melbourne office. The role entailed defining internal production processes and client relationships on projects such as iPrimus, Pfizer, Plestel and BHP.

1996-1998

In the role of Art Director at Taten Multimedia I developed a passion for interface development, usability and visual experience. Cutting my teeth on National Australia Bank's first website and internet banking software, and Mazda Australia's website.

1992-1996

Working in print at Earth Graphic Design grounded my skills for typography and publication design. I worked on large-scale projects for Australia Post, Cadbury and Carlton and United Breweries.

career

2007 Designer and Information Architect, ABC Radio Australia, Interaction and visual designer at Sensis; **2006** Designer, BBC Radio and Music; **2004-06** Senior designer, TMG UK; **2004** Administrator and PR consultant, Harlem Studio of Art. **2001-04** Creative director, Morpheum New Media; **1999-2001** Freelance designer and information Architect with ABC and Morpheum New Media; **1998-99** Senior designer, Eclipse Group; **1998** Senior designer and producer, Grey Interactive; **1996-98** Art director, Taten Multimedia; **1991-96** Graphic designer, Earth Graphic Design.

education

2006 Drawing and Painting, The Art Academy, London; **2000-02** Bachelor of Graphic Design (BDgd-HD), Swinburne National School of Design, Melbourne (Typography, Graphic design, Communication design, Design practice techniques, Cultures and lifestyles, Multimedia design); **1995** Introduction to Photoshop, Royal Melbourne Institute of Technology (RMIT); **1991** Certificate of Art and Design, Sunraysia TAFE College (photography, graphic design, painting, sculpture, art theory); **1990**, Year 12 VCE Mildura Secondary College (english, mathematics, art theory, graphic communication).

industry skills

Creative ability ~ Graphic design, interface design, User experience design, Photography, Illustration

Knowledge ~ W3C Accessibility Guidelines, CSS2-3, Information architecture, Printing processes

software/ hardware

Adobe Photoshop
Adobe Illustrator
Macromedia Flash
Macromedia Fireworks
Quark Express
Microsoft Office Suites
TopStyle
Apple platform Classic and OSX
PC platform from NT, ME, XP and 2000+

professional

- construct & implement creative strategies
- present agendas and concepts
- facilitate workshops and audits
- facilitate user sessions
- guide individuals and teams
- schedule, prioritise and act on procedures
- delegate and assign tasks

personal interests and activities

Designing and design culture; music and music culture; film; photography (actually using a camera), painting (actually painting) and fine art; travelling; and scuba diving.

referees

References by request.