

Curriculum Vitae

Michael Efford

BA. Design (Honours)

July 2007

Personal Details

Name	Michael Efford
Nationality	Australian Citizen
Year of Birth	1977
Website	http://www.michaelefford.com.au

Overview

Ethos & Experience

I am a multimedia and graphic designer who focuses on simplicity, usability and accessibility. With extensive experience in XHTML, CSS and Actionscript as well as thorough knowledge of graphic design, colour and typography, I'm capable of creating technically, aesthetically and functionally pleasing multimedia and print design.

A strong believer in the Bauhaus coined term of "form follows function" I see most of my work as a usability challenge as well as a graphical one. I hand code all my web work, ensuring that things designed for humans aren't left to the inherent rigidity of a computer program.

I've been a self-sufficient freelance and company based designer for over 7 years and have real world experience in project management, client liaison & content management. I can happily say I enjoy this side of the business as much as the creative work.

I have over 14 years of general computing experience, with skills ranging from hardware and programming to computer assembly and operating system installation. Many of my clients employ me as a technical/network consultant as well as a designer.

Current Employment

Papercut Media – graphic designer for web and print (contract based).

Oxfam Australia – web designer (part time).

Employment History

May 2005 – December 2005

Papercut Media – Senior Designer, fulltime.
Roles included graphic design for print, and front end design for websites.

August 2004 – May 2005

Cube 7 – Senior Designer, fulltime.
Roles included complete project management, graphic design, front end design, content management and liaison with programmers and production staff.

Jan. 2004 – July 2004

Freelance work whilst traveling around Australia.

Feb. 2003 – Nov 2003

Sessional Lecturer & Tutor in Advanced Internet Design within the Faculty of Design at Curtin University of Technology. I taught technologies such as XHTML, CSS and Flash and gave theoretical lectures relating to graphic design, typography, colour, usability, multimedia design & development.

May 2002 – current

Freelance and contract based graphic & multimedia designer.

Apr. 2002 – May 2002

Pretzel Logic – Contract Flash Animation and Actionscripting for a CD-ROM based project.

Dec. 2000 – Jan. 2001

Pretzel Logic – Contract Flash Animation and Actionscripting for an Internet based project.

Aug. 2000 – current

Solar Dwellings – Website development and maintenance, print based graphic design and computer consultancy.

Mar. 2000 – Jun. 2002

School of Design at Curtin University of Technology – Tutoring Advanced Web design

Jan. 2000 – Apr. 2000

(Coldfusion + Databases), and 3D Animation

ADI Limited – 3D Animation

Skills

Programming Languages

Extensible Hyper Text Markup Language (XHTML) – Expert

Cascading Style Sheets (CSS) – Expert

Actionscript (Flash) – Highly Skilled

Javascript (JS) – Skilled

Structured Query Language (SQL) – Skilled

Extensible Markup Language (XML) – Working Knowledge

Perl – Working Knowledge.

ASP – Working Knowledge.

PHP – Working Knowledge

Software

Adobe Photoshop – Expert

Adobe Illustrator – Highly Skilled

Adobe InDesign – Highly Skilled

Dreamweaver MX – Expert

Macromedia Flash – Highly Skilled

Macromedia Fireworks – Highly Skilled

Macromedia Freehand – Highly Skilled

Adobe Acrobat – Highly Skilled

3D Studio Max – Highly Skilled

Adobe After Effects – Highly Skilled

Adobe Premiere – Highly Skilled

Macromedia Director – Working Knowledge

Microsoft Access – Skilled

Awards

Winner of the Executive Deans Award for Humanities 2001 for my SODA project.

Winner of "Best of the Web" at the Curtin Multimedia Design Graduate Exhibition 2000.

Honourable Mention for "Best 3D Animation" at the Curtin Multimedia Design Graduate Exhibition 2000.

Honourable Mention for "Most Enjoyable Multimedia Experience" at the Curtin Multimedia Design Graduate Exhibition 2000.

Honourable Mention for "Most Outstanding Project" at the Curtin Multimedia Design Graduate Exhibition 2000.

Education

2000 - 2001

Bachelor of Arts in Design (Honours) at Curtin University of Technology.

1998-2000

Bachelor of Arts in Multimedia Design, Majoring in 3D Animation at Curtin University of Technology.

1997-1998

Advanced Certificate in Computer Systems Engineering at AMTC, TAFE (1st Year Completed)

1996-1997

Bachelor of Science in Computer Science at Murdoch University (1st Year Completed)

References

Referees upon request.