

Robert André

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Online portfolio: www.freeforce.co.uk

A little bit about me

A highly motivated, confident and enthusiastic interaction designer recently graduated with a First Class BA(hons) degree. A good professional understanding of design principles and production with over ten years working experience as a graphic designer and five years freelance creative artworking. A good communicator and lateral thinker, with the ability to both understand and have effective input at every stage from concept to design. A good team player looking to use new knowledge and existing skills within UXD, IA and UCD.

Employment History

Samsung Design Europe / Internship

June - August 2009

My name was put forward to form part of a team to work on design for new services and products in the area of home entertainment. My role included:

- brainstorming;
- prototyping concepts;
- illustrating scenarios; and
- creating personas.

I was selected to make the final presentation at the head office in Seoul, South Korea.

Shaftesbury Society, Creative Services Officer

May 2000 - Feb 2005

The Shaftesbury Society was the UK's largest Christian charity with over 1600 employees, more than 50 supported living homes, five schools and many other services throughout the country. I was tasked with:

- supervising all material going to print;
- creating corporate guidelines (my initial task);
- ensuring adherence to the corporate guideline;
- print buying and quality control.
- liaising with all the directorates;
- commissioning photographers and illustrators;
- overseeing the resources library; and
- ensuring correct photographs were used and that proper sign-offs were obtained.

Netsure Graphic Artist / Artworker

January 1997 - August 1999

Heading a team of three artworkers I was responsible for:

- the creation of client artwork;
- training my team in the use of RIP software (Cyclone, Indy & Fiery) and ISDN;

Newham College of Further Education Adult Education Tutor

January 1996 - July 1996

Teaching DTP at City & Guilds level to adult groups of thirty students. This included:

- class and group activities;
- individual assessments;
- preparing course work; and
- marking homework.

Kall Kwik Graphic Artist / Artworker

August 1992 - Sept 1993

Using both Mac and PC to create artwork for repro both in-house and external third party print finishing.

Small Projects Assistance Team (SPAT) Communications Officer

November 1988 - May 1990

SPAT is a Caribbean non-profit development agency seeking to support co-operatives and self-help groups. My job was as rewarding as it was varied. I was involved in:

- video documentation of agricultural co-operatives, women's groups and small businesses;
- visiting small farm-projects;
- helping with interviews, taking photographs and video documentation;
- editing a piece for the monthly Development Focus broadcast;
- designed and co-edited Koudmen, a bi-monthly magazine that focused on development issues;
- contributed articles and cartoons for the magazine; and
- illustrated posters for the popular education programme.

Education

Ravensbourne College of Design & Communication 2006 - 2009

First Class BA (Hons) Design for interaction.

Newham College of Further Education 1993 - 1995

Higher National Diploma: Graphic Design:

Cordwainers College 1991 - 1992

Art & Design Foundation

Projects

In the last few years I've worked on a number of projects each of which used a variety of skillsets which include:

- Extensive product research
- Detailed target user research
- Prototyping with user feedback
- Creating personas
- MaxMSP
- Arduino and Processing prototyping
- Illustrator, Photoshop, Indesign

MyNews: A news delivery system that supplies the user with a bespoke newspaper.

<http://www.freeforce.co.uk/myNews.html>

Celebrity Red Carpet: An installation where users gets to feel like a celebrity for 1.5 minutes

<http://www.freeforce.co.uk/redCarpet.html>

Project Go: An installation that allows the user to see, smell, hear, and feel the temperature of other countries

<http://www.freeforce.co.uk/go.html>

Who decides what we get: A dissertation on how we get things in the UK in the 21st century

<http://www.freeforce.co.uk/essays.html>

Freelance Employment

Five years freelancing experience. My University years were supported by work for several of these organisations

Chartered Society of Physiotherapists — Frontline Magazine

Paling Waters — Advertising & Marketing

Laing O'Rourke — Design for PFI bidding document

Glaxo Smith Kline — in-house design

National Autistic Society — NAS Voice; Intranet

Brand X — Graphics for medical advertising

Balfour Beatty — Design for PFI bidding document

Costain — Design for PFI bidding document

One Plus One — Posters, banners, reports

Sure Start — Sure Starters magazine, programmes

Kensington and Chelsea Social Council — Logo design

BTEG — Interactive CD Rom.

Interests and pastimes

Movies: Sci-fi, rom-com, comedy, drama, cartoons

TV: Comedy, current affairs, drama, cartoons, quiz shows

Film making: Started Pirate Films, a social network for low and no-budget films: www.piratefilms.ning.com

Fencing: Epee captain at Salle Joseph.

Reading: Current affairs, comics, sci-fi, non-fiction, biographies, music

Badminton: Every Thursday

References available on request.