

Curriculum Vitae

Personal

Full Name	Matthew Paul Bracewell	Address	[available on request]
Date of Birth	4 th July 1971		
Telephone	[available on request]		Burton-Upon-Trent
Email	use bracewell.org form		DE15 0QE

Skills

Markup/Languages	HTML, CSS, TypoScript, JavaScript (jQuery), XML
Software	AutoCAD, Rhinoceros, Blender, Photoshop, Flash, Freehand, Fireworks, Dreamweaver, Microsoft Office, OpenOffice, Scribus, Gimp, Inkscape
On-line Software	LAMP (WAMP, MAMP), MySQL, SSH, TYPO3, HELM, WordPress, Hosting Control Panels (many), Google Webmaster tools inc Analytics/AdSense
Operating Systems	Windows 3.1 – Vista/NT - SBS, Mac OS X, Linux (Debian/Ubuntu/others)
Craft	Sketching and old-style visual techniques (markers etc.), Set construction/painting, technical model and mould making.

Employment History

June '08 – July '09 Fireworks International Ltd., Klever Kids Ltd., Norton Racing Ltd.

Webmaster

IT and Network support, SBS 2003 Administration, remote access.

Various non-web design disciplines: POS Presenters, Exhibition, Identity, Packaging, Brochure, Leaflet, Video Presentation, 3D Visualisation, Pitch/Proposal, Corporate Stationery.

Multiple Typo3 domains run from Bytemark VM.

Migration to Google Apps for Domains: Gmail, Docs, Calendar, Chat

Reduction of online Ad spend by £25K through e-commerce SEO

Integration and translation of acquired US assets including customer database transferred into registered web site users via e-mailshot.

June '01 – May'08 Adley Design Ltd.

Managing Director

Production of wide variety of E-media, ranging from interactive presentation, CD-Roms, E-commerce websites and Intranets.

Production and tracking of Email campaigns.

Reporting and analysis of site statistics. Ensure compliance with accessibility guidelines and discrimination legislation.

Site architecture and optimisation of content and media for search engine visibility.

Brand design and production of print-ready artwork.

Lead technical and creative for small team of designers and programmers.

Pitch for, plan and cost projects and then managing project deliverables in line with the plan.

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Creation of virtual 3D models, environments and effects.
Quality control and record keeping of all company output.

Sep 1998- June '01 **3D & New Media Design**
Freelance Designer and Web Developer
Planning, designing, building and maintenance of CMS (Content Management System) for County Police Service.
Interpretation and conversion of print based design for web delivery.

Sep 1994- Aug 1998 **Farmer Studios Ltd**
Development Designer (Project Manager)
Creation, distribution and management of CAD and hand drawings between contractors, clients and internal departments.
Documentation and specification of products for compliance with CE and fire regulations.
Manufacture and installation of one-off bespoke 3D interactives, displays, effects and environments to agreed specification.

Education

1982-1990 **Simon Langton Boys' Grammar School**
'O' Levels English Literature, English Language, Mathematics, Design, Physics, Biology, Economics
'A' Levels Economics, Art

1990-1993 **Leicester Polytechnic (graduated DeMontfort University)**
Degree BA 3 Dimensional Design (Hons Industrial Design) 2(ii)

Activities

An outdoors type of person but definitely not a golfer! My partner, daughters and dogs keep me on the go, but we like to go slow - preferably on the water. For speed I use wheels – currently I'm tempting gravity with my inline skates and restoring a 1960's Moulton mini bicycle.

Travel

Germany, France, Spain, Hong Kong, Hungary, Slovakia, Denmark, Sweden
Full UK Car & Motorcycle driving License holder.

Summary

I produce accessible, usable and handsome web solutions with consideration to back-end and front-end users alike.
View my on-line portfolio at <http://bracewell.org>