

An Introduction - Call me Matt

Development of a Designer

Farmer Studios provided my first role in the exciting field of Theme Park, Museum and Retail design when I joined as a Development Designer after graduating from Leicester Poly in 1994 with a degree in 3D Design.

We provided themed entertainment, animatronics and special effects to clients as diverse as Parc Asterix and Mothercare. Covering the entire design process from pitch through costing, manufacture and installation I gained a deep insight into the realities of commercial design.

Responsible for introducing DTP to the company, and 3D CAD to the workflow I naturally built their first website and championed the Internet as a valuable collaboration tool. Following moves to redefine me as a Project Manager I left to pursue freelance opportunities involving 3D, new media and the web.

Freelance

Working with design studios, marketing agencies and other independents I honed my HTML, practised in Photoshop and flowered with Flash. Corporate presentations, CD-ROMS, 3D Visualisations and web sites flowed aplenty; Linux became an important platform, allowing the use of Blender for 3D and video compositing and the LAMP suite for web app development.

2000 saw me delivering a hand built content management system for Northamptonshire Police and an increasing involvement in e-commerce and hosting.

Incorporation, growth, downscaling and consulting

Adley Design Ltd was incorporated to provide design and hosting services with an emphasis on contributing to an "intelligently creative Internet". We grew to a team of five, built a firm reputation as Actinic e-commerce specialists and became heavily involved in Flash applications and Microsoft Share Point implementations.

A key client then requested a multi-lingual, multi-domain web presence and an exhaustive review turned up the Typo3 Enterprise Content Management System. Since then Typo3 has been the cornerstone of most web projects and an Open Source ethos informs our methodology.

Employed webmastering

Relocating to Derbyshire in 2008, the S.Garner stable of companies employed me full time to reinvigorate their portfolio of children's goods and fireworks e-businesses with Norton motorcycles immediately added to the mix.

Unfortunately the full-time graphics guy moved on to greener pastures a month after my arrival and within our small and tight-knit team it became evident that my skills in the areas of System Administration, cross-platform networking, IT support, production design and business presentation were in great demand throughout the group.

Having contributed energetically and effectively to a host of improvements, efficiencies and savings I also created an immense and varied portfolio of POS, graphics production design work within the year - at rare times I also managed to produce the odd web site and email campaign - exclusively using Open Source tools.

Onwards and upwards: WLTM

Seeking an opportunity to refocus on my core competence of building beautiful, simple, beautifully simple and effective e-business solutions - web sites, campaigns, communities and applications.

Looking for a team position with the opportunity to make a difference with interesting, stimulating and challenging colleagues and clients.