

Curriculum Vitae

Michael Efford

BA. Design (Honours)

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Personal Details

Name	Michael Efford
Date of Birth	21 April 1977
Nationality	Australian Citizen
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Portfolio Website	http://www.michaelefford.com.au

Overview

Ethos & Experience	<p>I've been a freelance web and graphic designer since 1999 and have a wide ranging background of skills and experiences across a broad spectrum of creative and nerdy indulgences including: graphic design, web design, photography, 2D & 3D animation, interactive app design, front and back end web development, service design, user experience design, usability & information architecture.</p> <p>Put simply, I like creating and building things that work just as beautifully as they look. I focus on simplicity, usability and accessibility and am a strong believer in the term "form follows function".</p>
Area of Expertise	<p>My main expertise is in graphic design, interface design and front-end development of websites.</p>

Current Employment

Mik Efford Design

1999 – current

<http://www.michaelefford.com.au>

Freelancer Designer & Photographer

Undertaking graphic design, photography and front-end web design and development projects for small businesses and creative individuals.

The Last Domain Name Left

2010 – current

<http://www.thelastdomainnameleft.com>

Owner & Systems Administrator

Website & email hosting services for small businesses and creative individuals.

Moreland Energy Foundation

May 2013 – current

<http://www.mefl.com.au>

Graphic Designer

Undertaking graphic design, photography and front-end web design on a casual basis.

Employment History

Nazori

Dec 2012 – May 2013

Interface Designer

Contracted as an interface and graphic designer for a mobile phone application called Dealer Drive. I was responsible for prototyping, UX design and graphic design of both the iPhone app and the web app.

We Are Digital

Dec 2010 – Jan 2010

<http://wearedigital.com.au>

Graphic Designer

A 2-month contract as a graphic designer, working on high-end fashion and cosmetics websites.

Oxfam Australia

Apr 2006 – Apr 2010

<http://www.oxfam.org.au>

Graphic & Front-End Web Designer

I designed and maintained Oxfam Australia's portfolio of websites as well as developing new sites as needs arose. Roles included graphic design, front-end development, A-B testing, back end development, Flash animation, systems administration and lots more!

Papercut Media

May 2005 – Nov 2009

<http://www.papercutmedia.com>

Graphic & Web Designer

A wide-ranging role including identity, print and web work for local non-profits, artists and community organisations.

<p style="text-align: center;">Cube 7 Aug 2004 – May 2005</p>	<p>Senior Designer Roles included complete project management, graphic design, front-end design, content management and liaison with programmers and production staff.</p>
<p>Curtin University of Technology Feb 2003 – Nov 2003 Mar 2000 – Jun 2002</p>	<p>Sessional Lecturer & Tutor in Advanced Internet Design and 2D & 3D Animation Within the Faculty of Design I taught technologies such as Coldfusion, XHTML, CSS, 3D Studio Max, Flash and gave theoretical lectures relating to graphic design, typography, colour, usability, multimedia design & development.</p>
<p style="text-align: center;">Pretzel Logic Apr 2002 – May 2002 Dec 2000 – Jan 2001</p>	<p>Flash Animator Contract Flash animation and Actionscripting for a CD-ROM based project.</p>
<p style="text-align: center;">Solar Dwellings Aug 2000 – Aug 2004</p>	<p>Web Designer & IT Consultant Website development and maintenance, print based graphic design and computer consultancy.</p>
<p style="text-align: center;">ADI Limited Jan 2000 – Apr 2000</p>	<p>3D Animator Produced a 3D animated flythrough of a command control centre for a CD-ROM presentation.</p>

Technical Skills

Programming Languages

Hyper Text Markup Language (XHTML) – Expert

Cascading Style Sheets (CSS) – Expert

Actionscript (Flash) – Skilled

Javascript (JS) – Skilled

PHP – Skilled

SQL – Skilled

ASP/.NET – Working Knowledge.

Software Knowledge

Adobe Creative Suite:

Adobe InDesign

Adobe Photoshop

Adobe Fireworks

Adobe Illustrator

Adobe Dreamweaver

Adobe Flash

Adobe After Effects

Adobe Premiere

Adobe Lightroom

Axure

3D Studio Max

Solidworks

Microsoft Office

Text Wrangler

MAMP Stack (Apache, MySQL, PHP)

Google Apps for Business

Education

2000–2001	Bachelor of Arts in Design (Honours), Curtin University of Technology
1998–2000	Bachelor of Arts in Multimedia Design, 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, Murdoch University (1st Year Completed)
1990–1994	Kalamunda Senior High School, Yr 12 completed.

Student Awards

2001	Winner of the Executive Deans Award for Humanities for the Students of Design Association (SODA) project.
2000	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

References

Available on request.