

Personal Details

Name Jonathan Hayton
Address 46 Crockford St Port Melbourne 3207
Phone 0419 518 273
Email jonathan@visualsauce.com.au
Online folio www.visualsauce.com.au

Professional Record

November 2008 – May 2009

Web Designer, The Faith Agency

The Faith Agency is an advertising agency based in Port Melbourne. My responsibilities at Faith were to look after all the digital work which ranged from design and construction of websites and online advertising to management of electronic direct mail campaigns and video editing. Some of Faith clients I was involved with were Nissan, Carpet Choice, Thrifty-Link Hardware and Laserlite.

September 2008 – November 2008

Web Designer, Bureau of Meteorology

My role at The Bureau of Meteorology is to finalise the development of the joint Australian tsunami warning centre website. The website disseminates warnings and information about earthquakes and their resulting tsunamis to the Australian public and emergency service personnel.

July 2007 – September 2008

Senior Web Designer Australian Unity

Australian Unity is a National company specializing in health and general insurance, investment, retirement living and financial planning. My role as senior designer is to lead the design of branding, user interface, functionality and SEO of AU's website and to develop and Implement strategies to improve overall usability.

August 2005 – July 2007

Web Design Specialist The Bupa Group

The Bupa Group is a UK company that own two Australian health insurance brands HBA and Mutual Community. My role as the web design specialist is to design and build all the HBA and Mutual Community web sites; these include public and members versions for each state. I also built and managed several sites for Bupa's corporate and alliance partners; these include St George Bank, Victorian Public Service and ANZ Bank.

February 2004 – August 2005

Freelance/Contract Web Design

During the year I completed contracts with Bristol Myers Squibb and Vetassess as well as ongoing work for the Ridley Group. My role at Bristol Myers Squibb was to design the company intranet and corporate website. At Vetassess my task was to design a whole suite of websites for the different aspects of their business. Throughout the year I work on several other smaller website design projects which ranged from static brochureware sites to medium sized ecommerce sites.

October 2002 – February 2004

Graphic Design Consultant The Ridley Group

The Ridley Group is a consultancy that specializes in e-business, enterprise application development and website and intranet development. As the company's only graphic design consultant it was my responsibility to provide guidance and support to developers and sales staff on project tenders and specifications. I also managed the design and production of all graphics and HTML for online projects. I was also responsible for designing and producing all of The Ridley Groups marketing literature.

June 2000 - August 2001

Senior Designer/Consultant Pump Media

As a senior designer and consultant at Pump Media it was my responsibility to produce project specifications outlining design considerations, budgetary proposals and project timelines as well as supplying advice and assistance to clients on the style, structure and content of their site. It was also my responsibility to conceptualize and design user interfaces and branding for projects and too oversee the integration by developers and junior designers.

The design and production of all company marketing literature including print advertisements, brochures, stationery as well as maintaining the company website was also a significant part of my role.

August 1998 - June 2000

Designer and Art Director, Commercial Interactive Media/Crush Design

I began working at Commercial Interactive Media in 1998. In the beginning my role was to design and layout web sites, art direct any photography or illustrations used on projects and then integrate the design with templates and static pages created by developers.

My success in this role prompted Commercial Interactive Media to form another company which could focus entirely on website design. With the new company my role changed to include responsibilities such as managing team members and delegating technical and administrative tasks, I work closely with clients and developers to establish design requirements and limitations and to oversee site testing and implement any required changes.

July 1998 - August 1998

The Macintosh Agency, Freelance Graphic Designer

Whilst trying gain employment within the IT Industry I continued to do freelance graphic design and Macintosh operating with various design firms. I also worked causally for the Melbourne and City Weekly newspapers.

February 1998 - June 1998

Bull Graphics, Graphic Designer

Having Just returned from overseas I started working at Bull Graphics where I designed packaging and point of sale material for the pharmaceuticals and automotive parts industry. Whilst at Bull Graphics I also gained experience in large format digital printing.

February 1997 - September 1997

Hutton and Partners (UK), Graphic Designer

I started doing freelance design work for Hutton and Partners In April 1997 I worked in more of a designer role while still working at TM Ltd. Whilst I was there I completed worked for the English Sports Council and Teletext U.K. In June I left TM Ltd and went fulltime at Hutton and Partners for four months before leaving to travel around Europe and return home.

January 1997 - June 1997

TM Limited (UK), Graphic Designer

TM Limited handled all Universal Pictures and 20th Century Fox's design and print production work. We would reproduce artwork for video and laserdisc covers for all their European releases. Some releases would have to be recreated in different languages. We would also design and produce most of the associated marketing literature for these releases.

November 1996 - January 1997

Sol Communication (UK), Macintosh Operator

Sol Communication was a film house in London's East End where most of their clients came from the commercial real estate area. There my role consisted of outputting clients' work to film, imposing it if need be, making chemical proofs and plates and drum scanning.

March 1996 - October 1996

News fax Limited (UK), Production Assistant

I moved to the United Kingdom where I began working for News fax Limited who produced international versions of the New York Herald Tribune and USA Today as well as a host of other newspapers. My role there was to organize the print production of some of the smaller newspapers from Asia and the Middle East. The papers would be sent via ISDN in postscript form to our offices in London where I would print them out as film and impose them by hand and make printing plates ready to go on the press.

August 1995 - March 1996

James Design, Graphic designer

Working at James Design was extremely beneficial as it gave me invaluable experience in finished art and print production skills such as imposing large documents, photo retouching and digital photography.

James Design was a small studio where we were expected to do everything from taking the clients brief too art directing the photography and doing finished art. Whilst at James Design I mostly worked on packaging and brochures as well as completing a 150-page product catalogue for Ramset Australia.

May 1993 - August 1995

SGE International, Junior Designer and Production Assistant

At the end of 1992 I finished my BA at RMIT I then started work at SGE International where I was assistant to the Publication Officer. SGE was a large company who made chromatography equipment. My role was to assist in the design and creation of all marketing literature.

Education

1990 – 1993 Royal Melbourne Institute of Technology, BA in Graphic Design
1989 – 1990 Diamond Valley Secondary College, Tertiary Orientation Program

Technical Qualifications

Adobe Photo Shop
Adobe Illustrator
Adobe In design
Macromedia Dream Weaver
Macromedia Flash

Adobe Image Ready
Adobe Acrobat
Java Script/ DHTML
FTP software
HTML & CSS (hand coding)

Referees

References can be made available upon request.