

Robert Cressey

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DOB 21.01.1978

Personal Details

I am a self-motivated screen based senior designer, able to design for TV, web, mobile and print. I understand the nature of different platforms and their content, and the importance of conveying visual information through compelling and enhancing user experiences.

I can creatively lead teams of designers and developers, organising timescales for interactive design and development suitable to the projects nature. Providing documentation detailing; interaction models, information architecture, graphic design guidelines and project timescales. I have a sound understanding of technical limitations and developmental process so I am able to create suitable design solutions with these limitations in mind.

Skills

Technical: Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Html and Css, Flash animation (actionscript), 3D Studio Max, Final Cut, Motion, After Effects, Microsoft Office, Mac and PC platforms.

Managerial: Direction of technical and creative teams for creatively led projects. Project presentation, client facing and pitching.

Career History

NDS – Senior Interactive Designer – March 2006 - Present

NDS has been the market leader for digital pay-TV solutions. We provide the security, enabling technologies, and interactive applications that give TV platform operators, content owners and broadcast channels the ability to deliver the best content.

I am currently working in a global research and development department called New Initiatives as a senior interactive designer, leading creative design solutions for future technologies. Projects can take in multiple devices from mobile phones to large screen TV's; we also work closely with emerging technologies. Recently I have been researching the impact of polarised 3DTV's on TV graphics and how to utilise this emerging technology to create the best user experience. This has led to the development of a 3D EPG that I will lead creatively and will be showing at the IBC (international broadcast conference) trade show in Amsterdam, September 2009. This project is likely to span past IBC and target BSKYB, Directv, and other global broadcasters as possible customers.

Locatetv.com – Locatetv.com is a site that NDS launched in November 2007 to provide a quick searchable site finding when a TV show, film or actor is next on TV. I led the creative side of the project from the initial concept through to creating site maps, the graphic design, brand, user experience and the HTML build of the front end site.

After launch of the site, we created and placed banners, ran google keyword campaigns and marketed the site to key groups. We also carried out user testing and followed analytics from the use of the site. From information gathered we altered and expanded the site; after 6 months we had 500,000 unique users in the UK and the US, which has now expanded to 1.2 million.

We then redeveloped the site in CSS (& SEO optimised) for which I produced all the front-end templates. I also attended initial meetings with the Times with the Biz Development team to start partner talks, as well as hiring and mentoring a senior designer to take on the role of designer. I am currently working through a site redesign with the designer we hired.

Las Vegas. Turner and Tesco have entered into early integration and we are currently approaching TV manufacturers regarding integrating with future internet enabled TV sets.

Infinite TV (www.infinite.tv) - InfiniteTV is an open Internet platform for the distribution of premium TV content, primarily funded by advertising. My responsibility was to lead the graphic design for the content UI on the TV, PC and the mobile device's and also design the Internet portal UI, where users register, order content and manage account details. I then processed the UI into flash files for the developers to integrate onto the device and data streams. InfiniteTV was developed in partnership with Adobe and was the first instance of flash integration into a set top box. We showed InfiniteTV at C.E.S 2008 in Las Vegas. Turner and Tesco have entered into early integration and we are currently approaching TV manufacturers regarding integrating with future internet enabled TV sets.

Mykindaplace.com / Burst Interactive – Middleweight Web Designer 11/2004 – 03/2006

For Burst interactive (www.burstinteractive.com) I designed the creative for Playstation, Oxy, Lynx, Princess Diaries and other advertising campaigns. I worked with clients such as Fleming Media, Sony, Penguin, Macmillan, Maybelline. Each campaign varied according to advertising spend and timings, but typically incorporated micro-sites, interactive editorials, banners, overlays, site takeovers and emails. The high quality of this design was often a crucial factor in generating new and repeat business.

Mykindaplace.com is the UK's number 1 site for teen girls, which is now owned by Sky. During my time there I produced creative web content for Sky; for Sky One we often produce programme pages of shows that feature on the channel such as 24, Star Trek and The Simpsons amongst others. For sky.com we design and develop anything from a single page, form applications, banners, interactive flash applications to whole channel sites such as Sky Arts.

Marton House Plc – Web Application Designer 05/2004 – 11/2004

Creation of e-learning system for banks. Clients included Alliance, Abbey National and HSBC

Freelance – Graphic Design / Web Design / Development 06/2002 – 05/2004

I developed projects for a selection of different business types, from FIFA, University of Bath, Gloucestershire Council to sole traders. I also returned to my course at Bath Collage to assist teaching a 2nd year Digital Interaction module.

Education

1998-01 - University of Westminster: 2:1 BA Hon's in Graphic Information Design

1996-98 – Bath College: Distinction, BTEC Media Studies

1994-96 – Ralph Allen Sixth Form: A'level Photography, A'level Art

1989-94 – Ralph Allen Secondary School: 10 G.C.S.E.'s

Interests

I regularly play 5-a-side and 11-a-side football, the latter for which I play for a team in the Southern Amateur League. I also enjoy cycling and occasionally playing golf and squash.

I enjoy reading, movies and music – to many types/artists/genres to cover!

References

(Please contact me for further information concerning my references)