

Michael Coyle B.M.M.S

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PORTFOLIO

Please view my website portfolio at
<http://www.michaelcoyle.com.au/portfolio/>

EXPERIENCE

Senior Creative Web Designer

Company: **Ireckon Group**

Location: Woolloongabba, Queensland.

Timeframe: February 2007 – March 2008

- Originally employed as a web designer in existing team of five. In August 2007 promoted to Senior Creative responsible for task and employee management as well as design guidelines and mentorship.
- Team / Task / Project Management / Quotes for web team of five including myself. Client management and cooperation with Programming department. Proof employees designs and make suggestions based on usability and art style.
- Creation of original design concepts using **Adobe Photoshop** and **Fireworks**
- Image optimization of JPG, GIF and PNG for fastest possible download speed
- Custom designed banners and animation using **Macromedia Flash Actionscript**
- Hand coding **HTML/XHTML** and **CSS in Macromedia Dreamweaver**
- Email Stationery and E-newsletter templates
- Cross platform, Cross-Browser testing and repair
- Extensive Site Engine Optimization (**SEO**)
- Created a number of dynamic websites including www.ireckon.com, www.ireckonwebdesign.com.au, www.goldcoast.com.au, and www.onlinebankingreview.com.au.
- Quote from 9 month employee evaluation
 1. "Michael is a doer. He has shown clear leadership in making sure his team get better at what they do. Quality of our team is up because of him. That rocks."

Web & Graphic Designer / IT Support

Company: **Bathroom Warehouse**

Location: Coorparoo, Queensland.

Timeframe: July 2006 – November 2006

- **WEBSITE RESULTS** – By implementing a comprehensive Search Engine Optimisation and Marketing campaign in February 2008 www.bathroomwarehouse.com.au received 18,552 Absolute Unique Visitors and achieved over \$50,000 in direct sales. These figures do not include indirect sales as a result of the website. Client has reduced offline advertising campaigns, leading to a decrease in advertising expenditure and increase in sales.
- Contract role developing standards-based dynamic shopping cart website www.bathroomwarehouse.com.au for Brisbane based bathroom company, including design concepts, HTML & CSS coding, SEO Optimization and extensive cross-browser testing. Included blog based SEO marketing campaign.
- Major magazine advertisement, introducing potential revenue generating through advertisers.

Web & Graphic Designer (Freelance)

Timeframe: July 2005 – Present

- Design and proof for print 12x3.5m billboard, including original design and extensive Photoshop photo manipulation.
- Develop standards-based websites, including design concepts, HTML & CSS coding, SEO Optimisation and extensive cross-browser testing. A selection is available online at www.michaelcoyle.com.au/portfolio
- Further company branding to include email newsletters, project diagrams, letterheads and capability statements.

Web & Graphic Designer

Company: **Almost Anything Desktop Publishing**

Location: Rockhampton, Queensland.

Timeframe: August 2004 – December 2005

While primarily employed as a web designer, I was also actively involved in the Graphic Design process including:

- Design of business cards, logos, small ads, greeting cards, signs and vinyl stickers
- Layout for pre-press, following current CMYK and Pantone printing standards
- Preparation of quotes, based on in-house prices and printing costs
- Experience designing and printing using a vinyl-cutting machine\

A small sample of sites created at this company can be viewed online at www.michaelcoyle.com.au

EDUCATION

Bachelor of Multimedia Studies (BMMS)

Central Queensland University (Rockhampton)
2002 – 2004

- Graduated October 2004 with a grade point average (GPA) of 5.571.
- Ranked 4th in graduating class at degree completion (42 students).
- Study included not only technical skills in web, motion, audio and print design but also communication and design history and theory.

Senior Certificate

Brisbane Grammar School (Spring Hill)
1996 – 2000

SKILLS

Adobe Suite CS3

Fluent in Photoshop. Proficient in Illustrator, InDesign, Acrobat Professional

Macromedia Suite 8 (now Adobe CS3 suite)

Fluent in Fireworks, Dreamweaver, Flash. Proficient in Director

Web Technologies

Fluent in **HTML**, **XHTML**, **CSS** and **Flash**. Extensive experience working in a **PHP** environment. Experience customizing and using **CMS** and **Shopping Cart** Software. Demonstrated advanced experience in **Search Engine Optimization**, Analytics analysis and Marketing.

Other Software

CorelDraw Graphics Suite 12, Sonic Foundry Soundforge / Acid, Fruityloops Studio 4

Related Skills

I have played guitar and piano for a number of years. Combining this experience with an extensive knowledge of software synthesizers and recording techniques I have created a number of commercial musical scores for interactive CD-ROM's, DVD's and presentations.

REFERENCES

References are available upon request.