

# brett archibald, curriculum vitae

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## » PERSONAL DETAILS

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**Name:** Brett Archibald

**Date of birth:** 17th May 1975

**Status:** Married

**Address:** 15 Cromwell Road

Borehamwood

Hertfordshire, WD6 4LW

United Kingdom

**Telephone:** 020 8207 1015

**Mobile:** 07713 257 486

**Email:** brett@archimediadesign.com

**Website:** www.archimediadesign.com

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## » ABOUT ME

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I am a freelance web and New-Media designer with over 10 years' experience.

I have extensive knowledge of Flash and web-based solutions and a keen interest in creating new ways of interacting in New-Media. I have a passion for the work I do.

I am a firm believer in designing for usability and producing well-crafted information architecture that incorporates both aesthetics and mechanics to produce cohesive and distinctive creative campaigns.

I am an all-round designer, and my online portfolio shows off a broad spectrum of work and associated skills.

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## » SKILLS

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Website design, Interface design, Online advertising, Viral marketing, Games design, Animation, Icon design, Hand-drawn and computer-based illustration.

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## » SOFTWARE

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**Primary:** Adobe Photoshop, Adobe ImageReady, Adobe Illustrator, Macromedia Flash/ActionScript, Adobe GoLive.

**Secondary:** HTML, CSS, Macromedia Fireworks, Macromedia Dreamweaver, Macromedia FreeHand, Adobe Acrobat, Adobe InDesign, QuarkXpress, Microsoft Office.

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## » EMPLOYMENT HISTORY (in reverse order)

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### » January 2001 – Present day: Freelance.

Working both directly for clients and through other design agencies producing websites, interface design, online advertising / banners, viral marketing campaigns, games design, animation, icon design.

Agents and respective clients I have worked for include:

**DLKW/Dialogue:** Halifax/ Bank Of Scotland, Orange, Paramount, FT, Vauxhall, Teletext, Government Department Of Health (**Winner and Highly Commended** in two categories at the **New Media Age Effectiveness Awards**).

**Forward:** Tesco, Egg, NCR.

**Fhlame:** Tesco, Nestlé.

**Synergy Communications:** Mayor Of London, Macmillan Cancer Relief.

**Carat International:** Adidas.

**Art & Industry:** Citibank, JP Morgan.

**Hybrid Studio (Los Angeles):** 20th Century Fox.

### » September 1997 – December 2000: Templar Downie.

37 Floral Street, Covent Garden, London WC2E 9DJ.

Produced websites, animation, design for print, annual reports, brochures, company literature, mailers for a host of blue-chip corporate clients including The Natural History Museum, The Arts Council Of England, London Underground, Legal & General, Royal & SunAlliance, DeAgostini, EuroCommercial Properies NV (formerly Shroders International).

### » August 1996 – July 1997: DDH&M Advertising. (A member of the J. Walter Thompson International Group)

74 Glenara Avenue North, Highlands, Harare, Zimbabwe.

Produced advertising campaigns and supporting promotional literature. I was responsible on the design-side for winning the pitch to be the sole agency to do work for The Sheraton Hotel, and for all the subsequent design work thereafter.

### » October 1994 – July 1996: Red Pencil Design / Greys Advertising.

47 Glenara Avenue North, Highlands, Harare, Zimbabwe.

Produced design for print, annual reports, brochures, advertising campaigns, packaging design, branding, illustration, shop interior design & 3D visualisation, showstand design & 3D visualisation — all for some of Zimbabwe's most prestigious and recognisable companies as well as for international companies based in Zimbabwe, such as The Delta Corporation, British American Tobacco, Mazda and Hyundai.