

Aristides Pallaris

Senior Lead Designer & Art Direction

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Profile Overview:

I am a senior lead designer with experience in multimedia and interactive design. In 2006 I graduated from Kingston University with 2.1 honours in Multimedia Information Systems. I have successfully applied my creative knowledge to a variety of high profile brands including Gucci, Dolce & Gabbana, Paul Smith, and The British Academy of Film & Television Arts (BAFTA), ZSL and Amazon.co.uk

Education:

2002 – 2006: Kingston University – BSC Hons in Multimedia Information Systems

Final year module breakdown: Advanced HCI, Virtual Reality, IT & Entrepreneurship, Broadband Multimedia Networks, Information Systems Strategy, Computer Graphics (3D Animation) and dissertation.

2000 – 2002: Broomfield 6th Form – A-Levels in IT, Graphics and Sports Science

2000 – 2002: St. Barnabas Greek School – A-Level in Modern Greek

1995 – 2000: Broomfield School – Eight GCSEs Grade A – C, including Mathematics and English

Computing / Technical Proficiencies

Application	Proficiency	Last Used	Experience
Adobe Photoshop	Advanced	Currently used	9 years
Macromedia Dreamweaver	Intermediate/ Advanced	Currently used	6 years
Macromedia Flash	Intermediate	Currently used	3 years
Adobe Lightroom	Intermediate/Advanced	Currently used	2 years
HTML / JavaScript	Intermediate/Advanced	Currently used	6 years
CSS	Intermediate	Currently used	4 years
Adobe Illustrator	Intermediate	Currently used	1 year
Oracle / MySQL	Intermediate	Currently used	2 years
Alias Maya	Beginner	2 years ago	6 months

Work Experience

Established MonkeeMedia LTD – [Freelancer Senior Designer & Art Direction [August 2009]

BSKYB – Freelance Senior Designer under MonkeeMedia LTD

- User experience centred design
- Information architecture and usability advise

Critical Mass London – Freelancing under MonkeeMedia LTD

- Designing ecommerce sites with Lacoste fragrances, Dolce & Gabbana Cosmetics
- Providing usability and creative advice
- Clients I've worked with: Lacoste, Christina Aguilera, Gucci, Dolce & Gabbana

theOTHERmedia – Creative Lead Designer [11th September 2006 - present]

- Designing brand rich creative websites spanning ecommerce, fashion, attraction and charity sectors
- Conceptualising and developing rich user experiences by combining usability with interactive design
- Overseeing and supporting team members and interns
- Liaising with project managers and high profile clients to provide creative opinions and solutions
- Developing a creative design server that is used internally by colleagues and externally by clients

- Maintaining vital resources that allow the design team to function
- Gained the respect of my colleagues and became the first point of call for design queries
- Providing my experience and knowledge of information architecture to improve user journeys
- Maintaining strong communication between the Design and User Interface teams to improve transparency between the departments
- Have been created for “significantly improving both the creative and design output of the company”
- Redesigning a new interactive, design orientated website for theOTHERmedia that bring to light the true design potential of company
- Providing photography services

Clients I have worked with: BAFTA, Paul Smith, Luminar Group, Zoological Society of London, Novas Scarman Group Surrey Cricket, ECB, Myla, Royal Academy of Arts, Action For Blind People, English Eccentrics, Ecover, Circle Anglia...

Amazon.co.uk – Web / Graphic Designer [11th September 2004 – 11th September 2005]

- Creating graphics for online and offline promotions for UK, French and German locales
- Developing graphics for in-house and co-op sponsored campaigns
- Participating in regular international design meetings to discuss projects affecting the company on a global scale
- Liaising with project and department managers to ascertain user requirements and market strategies
- Providing design and usability expertise whenever required
- Gained valuable experience in Photoshop CS, Dreamweaver, ImageReady and Macromedia Flash
- Have worked and driven a company global project to revamp mail marketing campaigns and achieved an 10% financial improvement
- Worked in an environment with demanding deadlines and goals whilst maintaining a high level of professionalism
- Developed a variety of prototype solutions and site functionality to improve both the site and in-house tools
- Involved in scoping the competitive market to assess the strengths and weakness of existing solutions and or ideas
- Gained valuable insight into the business process, tools and methodologies deployed within multinational companies

Elfinternationalltd.com - [Freelance Designer - January 08]

- Designing a distributors online retail showcase
- Designing the hierarchy menu and category structures
- Designing the concepts and promotional material
- Training and support for the use a bespoke content management system
- Project managing and liaising with ELF International LTD
- Feedback from ELF International indicates that they tripled business leads within the first month of launching the new site, and have subsequently improved their natural search engine positioning.

Puttingyouthere.com - [Freelance Designer – December 07]

- Establishing the companies first online presence
- Providing knowledge of online strategies to better market the company's services
- Re-organising the information architecture for improved user journeys
- Developing an accessible, CSS and XHTML valid website

Mituls.com - Freelance Designer [June 2006]

- Communicating and establishing user requirements with company director
- Relaying design concepts and ideas to meet desired specification
- Illustrating graphics in Adobe Photoshop to be used in main banner marketing
- Development of all onsite graphical elements including marketing banners, company logo, site themes and designs
- Producing vector based graphics suitable for print work

- Communicating and addressing usability concerns of the main core concept to achieve improved accessibility and site efficiency

Slade & Kempton / Millennium Gems - Freelance Graphic Designer [2004 -2006]

- Enhancing product stock photography to be used within the yearly jewellery catalogue
- Designing and developing a web campaign to promote exclusive Elini diamond encrusted watches
- Creating site and associate marketing graphics utilising Macromedia Flash
- Designing and developing to strict user requirements whilst adhering to stringent timelines
- Communicating and offering design solutions and expertise when required to achieve the best possible outcomes

Achievements:

I have recently become a published photographer, with a piece entitled Lake McKenzie. The photographer featured in Digital Camera Magazine May 08 and is due to be showcased in January 2009 Digital Imaging exhibition.

At the age of 16, I developed a fan site for the band Guns N' Roses. Having utilise a variety of social networking tools, that included message boards and live chats sessions, the website soon became the most used online resource with the Guns N' Roses community.

As a result of this popularity I was contacted by the promoters of Velvet Revolver to promote the launch of ex-band member's new album, and by Ferrari who were showcasing celebrity Ferrari's, one of which, was owned by front man Axel Rose.

Interests:

As a child I was taken back by the thought of capturing a scene, a moment, a time in place that is lost by single blink of an eye. Having always channelled my thoughts and feelings through creative paths, photography seemed a natural progression. I have taught myself the technical and theoretical principles of photography, including the understanding of exposures, reading light and compositional techniques such as the rule of thirds.

I am also a self taught guitarist, originally inspired by Guns N' Roses and having now played for over 5 years. Having studied sports science I became interesting in health and fitness and have been an avid gym devotee for six years.

Other Information:

- Full UK driver's license
- Conversational Modern Greek