

Ronan McMacken

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Key Skills

- + A skilled professional graphic and web designer.
- + Over six years industry experience in web and print design for SME's.
- + Standards compliant web design.
- + Highly creative and inventive individual with who takes enjoyment in generating ideas.
- + Project management of print and web design projects.
- + Implemetation of multimedia technologies such as motion sensing and interactivity.

Key Experience

2006-2008: Co-founder and Creative Director for www.motomedia-uk.com:

The Motomedia project hinged on the idea of converting empty shop units into advertisements. It was developed over 2006 and presented to the advertising industry at a London trade show in early 2007. The idea caught the imagination of the outdoor advertising buyers who labelled it "the first new thing in the industry in 30 years." From this I developed and produced campaigns for clients such as the BBC, SonyBMG, the Chemical Brothers, ITV, Heineken, SKY, A&E TV (US) and Remy Martin (US) which called for a spectrum of skills from conceptual design tailored to the individual 3D spaces, to animation design, graphic design, sound design and the implemetation of various technologies including live internet monitoring, Bluetooth, camera systems, touch and motion sensing and interactive elements. In 2008 we were awarded the Scottish Media Award for Innovation. In 2009 the credit crunch happened.

2002-Present: Freelance designer producing printwork, advertising, logos, brands, websites, digital content and animations for SME's.

Software Skills

- + Advanced Adobe Creative Suite - Photoshop, Illustrator
- + Hand-coded XHTML and CSS
- + Adobe Flash and Actionsript to produce interactive, animated, audio, and video content
- + Adobe After Effects for additional video animation and enhanced Flash elements
- + Good understanding of PHP/MySQL content-managed and database driven sites
- + Deployment of Open Source Content Management Systems such as MODx and CMS Made Simple
- + CuBase, Reason, Wavelab and various audio software

Education

2001
1997

Product Design Engineering
Geology

Glasgow School of Art
Queen's University Belfast

1997 BSc Hons Geology Queen's University Belfast
1993 'A' Level Mathematics, Physics, Chemistry, Economics, Geography

About Me

I play guitar and write and record material at home and in various studios as part of an ongoing project to create material for use in TV and Film. My music taste ranges from shoe-gazing indie guitar to funky techno. I have been in a few bands and wouldn't mind starting another one. Also...science, psychology, space, ecology, the outdoors, boats, eastern European beer.

Portfolio

CV with example URL's online at www.colourburn.net.

References

Available on request