



## Personal Information

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## Introduction

Creating E-Learning projects using Flash animation, games is when I am at my most creative. I have worked with many diverse clients over a twelve year period, bringing life and a unique creative angle to each project I tackle. All my projects receive the same attention to detail and high quality standard.

## Skills

I have over twelve years professional experience using Flash and Photoshop to create web sites, interactive animations CD ROMS and games. Flash programming is an important part of my work, and I have been coding since Flash 4, progressing to Actionscript 1 since its availability, switching to Actionscript 2 since 2004, using object-oriented programming, and finally working with AS3 to take full advantage of Flash's greatly improved programming, animation and graphical capabilities.

- I have the ability to create a unique and relevant product for any with a huge attention to detail.
- I am an animator, character designer, sound designer, script writer, programmer and illustrator.
- I have the ability to work unsupervised and as part of a flexible team.

## Education

1985 to 1988 : Ounsdale High, Wombourne- 9 GCSE

1988 to 1990 : King Edward VI, Stourbridge - 3 A level + 1 GCSE

1990 to 1991 : Stourbridge College - Art Foundation

1991 to 1993 : Staffordshire University – BA (Hons) Art & Design

## Career History

Freelance : 2006 to present

Dolphin Design : 2004 to 2006

VooDoo UK : 1999 to 2004

Over a twelve year period, I have had the privilege of working with the following clients.

BAE Systems  
HM Ministry of Defence  
AstraZenica  
Glaxo Smith Kline  
PlayUp India  
Sharp Electronics  
Lake District Tourist Board  
Lancashire County Council  
Blackpool Tourism  
British Energy  
Vodafone  
Lemon Squeezy Learning  
The AA  
NEW Look  
Fire Training International  
UCLAN University of Central Lancashire  
Team Sport 90  
Safelyback  
Giftsclub.com  
Benfells Ltd  
Ribby Hall Village  
Health Shield  
Merck Serono  
Palmer And Harvey  
Wigan and Leigh College  
Empirica  
Aarion  
Consult 185  
Talking Tots  
Dusk Till Dawn Poker  
Lancashire Ambulance Service  
Clarydon Electronics  
Pfizer  
Community and Leisure Services  
Tantrum  
NWECC  
Campbells Caravans  
Doctor's Orders  
CRS Records  
Readstone POS  
Jippii  
Liquid Plastics  
Our Ladies Catholic School  
StageCoach  
Judge Ceilings  
Royal Lytham and St Annes Golf Club

As there have been many projects and clients I have worked with over the last twelve years, I have decided to showcase some of the jobs I enjoyed the most.

## PlayUp India

**Involvement:** PlayUp India wanted a series of quirky mini games that would promote their pioneering mobile interactive technologies and live sports telecasts through their Facebook and website.



## Health Shield

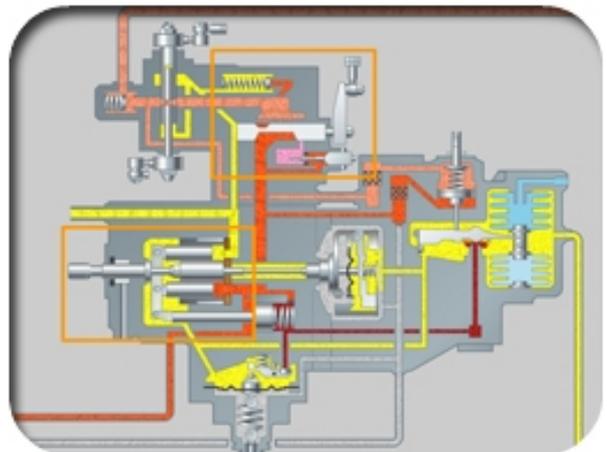
**Involvement:** I was commissioned by Forever Creative to create a series of animations and presentations for Health Shield, a non-profit making friendly society with over 130 years experience of healthcare provision and health cash plans. A Christmas E-card was also commissioned for 2011.

This work is still ongoing.



## BAE Systems

**Involvement:** I have worked for Pennant International helping to create *E-learning* lessons and animations for BAE. I have been using Eclipse and Mosaic heavily during this time, essential due to the thousands of Actionscript classes and dynamic content required for the project.



## Safelyback.com

**Involvement:** Safelyback is a unique web service that monitors your safe return home using SMS and mobile tracking. I created Safely Becky and friends to feature throughout the site, adding a softer friendlier feel to the serious subject of female safety. Interactive demos, movies, virals and promotional material were some of the work I provided for this company.



## Giftsclub.com

**Involvement:** I created a range of games and applications that were available to download from the electronic credit based gifts site. I contributed arcade, puzzle and sports games, as well as entertainment and educational applications such as an easy to use revision aid and a webcam based greetings card creator, inspired by the traditional seaside "head through a hole" cut-out boards.



## Phantomlock

**Involvement:** I created this application with a mixture of Flash and M-Projector for Phantomlock.com. This device would only become active whenever your laptop or computer was turned on. Failing to enter your 4 digit PIN would result in an alarm sounding, complete with a warning message stating that the machine was stolen, the time and date that the machine was illegally accessed would also be saved and displayed. A unique tracking number was also implemented on the alert screen, so if a good citizen found your machine. I also produced the tongue-in-cheek movie for the home page of the site.



## GlaxoSmithKline

**Involvement:** Over a one year period I created well over twenty interactive presentations and symptom analysers for the many products of GlaxoSmithKline. These were used in exhibitions, CD ROMS and internal servers. The bulk of these were simply to create interesting ways of displaying their facts and figures in an easily accessible interface, as well as storing valuable information from their clients and customers.



## C-lock

**Involvement:** Using the same technologies as the Phantomlock, I created a simple to use, parental lock to stop children using their machines when they were supposed to be asleep. The C-lock had two alarms- one for weekdays, and one for weekends. By simply setting the times you wanted the computer to be blocked, any secret access would activate the C-lock alarm, and the computer would be unusable. The C-lock could also be customised with your own message, picture and mp3 file, for that personalised telling off.



## AstraZenica

**Involvement:** I created an interactive presentation that ran on 4 inter-linked touch screen stands for their Seroquel product. These linked to a data base that captured everything the user did whilst navigating the presentation in extreme detail complete with an intelligent touch screen keyboard. The administrator could add, delete, and create new rep names, that once saved would instantly update on the other 4 stands. I also programmed various high scoreboards into this section, so at any time you could tell which rep was giving the most presentations, how long for, and how many customers they had got to register. These high scores had the running totals for each of the five days, plus a weekly total.



## British Power

**Involvement:** I created a personalised animated Christmas card British Power who wanted to send an ecologically sound card that year. By simply logging on to a internal section of their site, their staff could enter their name and who they wished to send a card to. The card would then dynamically insert these names into the movie for the recipient.



## The AA

**Involvement:** I created an mini intro animation and a little interactive slide show presentation based on the now over used iTunes cover flow system.



## Team Sport 90

**Involvement:** Created an online trophy builder that allows you to make your own personalised medal or trophy with a real time engraving service.

As well as creating the design and menu system of the tool, I used AS 2, to incorporate dynamic loading, multiple nested movieclips and multiple variable manipulation to make sure it was as usable in interactive as possible.

I also created a penalty shoot-out game that was used to promote the sales of football shirts during the World Cup 2006.

I also built in a feature to enable the game to be customised easily for future versions.



## Fire Training UK

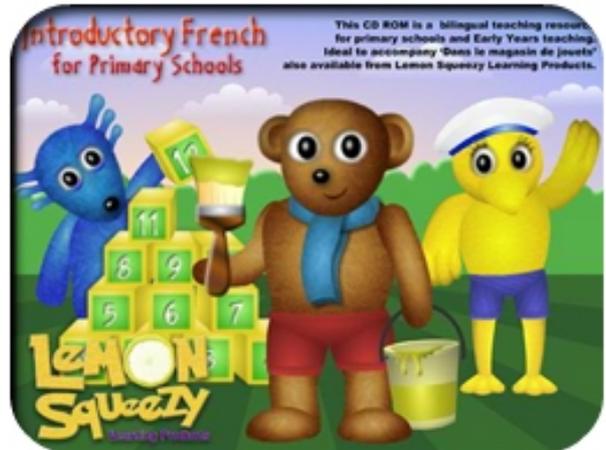
**Involvement:** Extending the success of the first CD ROM, I was asked to create a huge update. The Floor Plan creator now boasted a huge library of draggable objects for multiple floors and sites. The print function now allowed a fully formatted document of all your assessments and floor plans, as well as a dynamically generated 'to do list' for easy reference. Also included was a fully animated fire evacuation simulation game which took the ideas from fire evacuation training course, complete with timers, complex scoring system and high score board.



## Lemon Squeezy Learning

**Involvement:** I created a fully interactive cartoon CD ROM that teaches primary school children the basics of the French Language. The disc also contains games and puzzles that aids learning, as well as a create a character feature that the children could print out.

AS2 was used mainly in the 3 games sections and character creation section, which incorporated a print out function for the children to share their designs and score certificates.



## Indic8tor

**Involvement:** I created a CD ROM containing animated instructions that accompanied the speed management device, as well as a promotional movie for the internet. I also recorded and edited the voices the Indic8tor device used.

A further full screen promotional video was also commissioned for when the device was featured on the home shopping channel.



## Lancashire County Council

**Involvement:** This involved character design, animations, scripting, games and interface design. This CD ROM helped school pupils understand local politics and democracy. The CD comprised of cartoons, games and animated interviews with representatives from the major political parties. This allowed all the requirements of a potentially dry, complicated subject to be presented in an accessible fun way.



## UCLAN

**Involvement:** I produced two animated E-cards for the University of Central Lancashire. One was humorous to be sent to the students, the second was a more corporate card for clients and officials. This saved the University much money on traditional printed cards.



## Blackpool Tourism

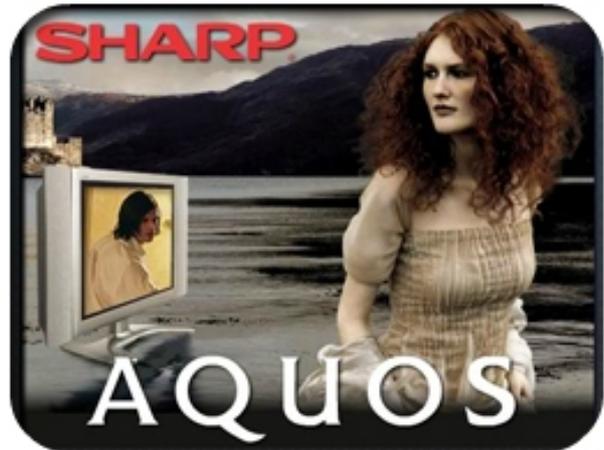
**Involvement:** This involved character design, scripting and coding to bring a fully animated website alive, full of games and animations. I also created a cartoon that was shown on the Golden Mile during Blackpool Illuminations 2003. I also produced a mini comic featuring the characters that was handed out to the tourists.



## Sharp Aquos Plasma Screens

**Involvement:** I created interactive animations for Sharp that promoted their brand in a mini website.

Extensive Photoshop had to be implemented to remove objects and people from the photographs supplied to create the rolling animations. Part of the site also included an interactive 3D rendering of the plasma screen and other Flash based interactions that allowed you to compare and contrast the products on offer.



## The Lake District National Park

**Involvement:** I worked on character design, scripting and a full animation that taught the cycling rules of the Lake District. I also created an interactive map of the boating lake. I designed leaflets complete with 6 foot Ranger Clifford cut-out display case. I also made a photography simulator game, that enabled the user to aim a camera around the landscapes of the lake district and record a shot, you are then awarded a score based on your framing, your subject matter and the relevance of the snap. as an instamatic version of your picture is developed for you to save for later.



## Ribby Hall Village

**Involvement:** I created a three level, fully animated game based on their existing mascot showing the features and attractions of the village as you progressed through the game. I also built an Interactive map linked to 360 degree photographs as well as illustrated their colouring in prize competition hand-outs.



To see examples of these projects and many more, please visit [www.mbedd.com](http://www.mbedd.com).