

**CURRICULUM VITAE OF
MARTIN JOHN SHERRELL**

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Nationality: Australian Citizen / UK Citizen

International Driver Licence

Key Attributes:

Extensive experience in creating unique and functional graphic and web related work in both screen and print mediums. Participation in all stages of various projects - from initial liaison with the client, creating proposals, to working in a team with everyone engaged in the development and finishing of the project.

A progressive, adaptable, and personal performance-oriented professional, naturally motivated to consistently achieve and contribute with thoroughness and tenacity.

Employment Summary:

Date	Employer	Period	Position / Role(s)
August 06 - Current	WDMP Communications	2 Years	Art Director / Creative / Digital / Web Designer
Mar 06 - June 06	BBC – British Broadcasting Corporation	3 months	Freelance – SAP Interface Designer
July 05 - Feb 06	Gizmondo Europe	7 months	Graphic / Print / Web Designer
Dec 03 - June 05	MetamorFX – Marketing Solutions	1 yr 7 months	Lead Graphic / Web / Print Designer
Feb 02 – Current	Martin Sherrell Studio	3 yrs 4 Months	Managing Director / Arts director
May 00 – June 03	We Start Computing Pty Ltd	2 yrs	Graphic Artist – Art Director
	We Start Computing Pty Ltd	1 yr	Senior Web Developer / Technical Support
Feb 98 – Nov 99	Logical Group Australia (Formerly Logical Technologies)	1.5 yr	On-site Engineer / Warranty Dept Engineer
Jul 97 – Feb 98	Computer Central Capalaba	1 yr 6 months	Service Engineer / On-site Engineer
Feb 96 – Jul 96	FRANKLINS	6 months	Store hand (Part-time during TAFE studies)
Nov 95 – Feb 96	Beyond Vision	6 months	Senior Web Developer

Education / Qualifications:

1996 **Advanced Diploma of Engineering Computer Systems, South Bank Institute of TAFE**

1995 **Redlands Independent College - Obtained Senior Certificate**

Professional Experience:

WDMP Communications Ltd August 2006 – Current

Role: **Art Director / Creative / Web / Digital Designer**

Position Overview:

- Oversee and give direction of creative processes for digital medium. Involvement in the creative process from brainstorming through to the finished product.

Responsibilities:

- Design and Layout of digital media including online advertising, eCRM, web presence for retail, government and telecommunication companies/organisations.
- Working in team of creative, studio and digital developers to ensure a seamless production of projects.

BBC – British Broadcasting Corporation March 2006 – June 2006

Role: **Freelance - GUI Designer**

Position Overview:

- Design of the graphical user interface of BBC's application for their finance division.

Responsibilities:

- Working in team of developers and designers to roll out a new financial application (SAP) to control all of BBC's financial in and outs.

GIZMONDO Europe Pty Ltd – Tiger Telematics Pty Ltd July 2005 – February 2006

Role: **Graphic / Web / Print Designer**

Position Overview:

- Creation of graphics / layout for use on both, print and screen mediums. Development and maintenance of unique, functional static and dynamic websites.

Responsibilities:

- Design and Layout of print material including software packaging, manuals, and labels / correspondence / commercial and retail advertising and marketing.
- Working in team of developers and designers to ensure a seamless production of projects.
- Liaise on a regular basis with other managers and staff from around Europe and the United States during project development.
- Commercial identity creation, concept development for wide-ranging projects.

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- Ability to use and manipulate existing designs from other design agencies and in-house artwork.
 - Daily maintenance of multiple Tiger Telematics owned websites (Tiger Telematics / Gizmondo UK, US, Sweden, France, Italy, Germany / Smart Adds)

MetamorFX – Marketing Solutions December 2003 – June 2005

Role: Lead Graphic / Web / Print Designer

Position Overview:

- Creation of graphics / layout for use on both, print and screen mediums. Development of unique, functional static and dynamic websites.

Responsibilities:

- Searching for new clients.
- Creation of requirement specifications. Communication with the client/s and supervision of the projects during the entire development process.
- Working in team of developers to ensure a seamless production of projects
- Handling of finance and production matters.
- Brands creation, concept development for wide-ranging projects.
- Senior developer of computer graphics/web-design, printing production
- Ability to use and manipulate existing designs / websites from previous employed designers

Freelance Developer – Martin Sherrell Studio February 2002 – Present

Role: Senior Web Developer / Graphic Artist – CEO

Position Overview:

- Creation of graphics for use on both, print and screen mediums. Development of unique, functional static and dynamic websites.

Responsibilities:

- Searching for new clients.
- Creation of requirement specifications. Communication with the client/s and supervision of the projects during the entire development process.
- Engagement of third-party developers for large projects.
- Handling of finance and production matters.
- Brands creation, concept development for wide-ranging projects.
- Senior developer of computer graphics/web-design, printing production
- Tuition of graphic related applications – Macromedia Flash MX, Adobe Photoshop CS

We Start Computing Pty Ltd (www.westart.com.au) May 2000 – June 2003

Role: Senior Web Developer / Graphic Artist / Art Director

Position Overview:

- Creation of graphics for use on both print and screen mediums. Development of unique, functional static and dynamic websites.

Responsibilities:

- Designs and Maintains the corporate websites on a daily bases.
- Preparation of business proposals, participation in tenders.

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- Management of team of designers with varying levels of experience.
 - Development of static and dynamically driven web-sites.
 - Creation of complete company identity. (Logo, Business card, letterhead etc)
 - Magazine advertising / Newspaper advertising.
 - Search Engine Optimization (SEO)
 - Digital photo retouching, restoration and compression expert
 - Corporate portals and event Planning
 - Internet Marketing trends
 - New media advertising and colour separation
 - Technical Consulting / Training and Development
 - International GUI guidelines expert

Logical Group Australia (Formerly Logical Technologies)
October 1997 – October 1999

Roles: **Technical Pre-Sales Consultant / On-Site Engineer / Warranty Department Engineer**

Position Overview:

- Provided sales consultants with technical product knowledge to ensure the appropriate selection and successful implementation of IT infrastructure.
- Provided on-site hardware and software support for Queensland Health, Department of Premier and Cabinet, Royal Brisbane Hospital, and Brisbane City Council while acting as in-house Warranty Department Engineer.

Responsibilities:

- Product research and procurement
- IT infrastructure needs analysis reporting
- Disaster recover planning and advise
- Hardware and Software technical support and training
- Warranty claim management (RA)
- Incoming job requests allocation
- Maintaining acceptable problem resolution targets
- Weekly reporting and management feedback
- Staff training
- SOE selection and version control
- SOE installation and configuration
- Window 98, 2000 and NT support
- In-house and on-site hardware fault finding and repair (PC, notebook, laser, inkjet and dot matrix printers)
- Telephone technical support

Computer Central Capalaba
July 1996 – October 1997

Role: **Assistant Service Manager**

Position Overview:

- Provided in-house and on-site hardware and software support and assisted service manager with day to day operation of the service department.

Responsibilities:

- On-site technical support
- On-site Tuition
- Windows 3.11, 95 and NT network installation and configuration
- PC Hardware fault finding and repair
- PC software installation
- Warranty claim management (RA)
- Telephone support

Beyond Vision

November 1995 – January 1996

Role: **Managing Director / Senior Web Developer**

Responsibilities:

- Development of unique, functional static websites.
- PC software installation
- Searching for new clients.

Skill Set:

Ability to use both **Mac** and **PC**

Software:

- Adobe Photoshop 5.5 / 7.0 / CS / CS2 / CS3
- Adobe ImageReady 1.0 / 2.0 / CS / CS2 / CS3
- Adobe Illustrator 9 / 10 / CS / CS2 / CS3
- Adobe InDesign CS / CS2
- Adobe Premier 6.0
- Adobe Acrobat 6.0 / 7.0 Professional
- Macromedia Dreamweaver MX 2004 / CS
- Macromedia Flash MX 2004 / CS
- Macromedia Fireworks MX 2004 / CS
- Macromedia Freehand MX 2004 / CS
- Quark Express 6.0
- Windows 3.11/9x/2000/NT/XP/Vista
- MS Office XP / 2003 / 2007
- OSX

Languages:

- HTML
- XHTML
- DHTML
- JavaScript
- CSS
- PHP
- Action Script 1.0 / 2.0

Drawing and painting:

Extensive knowledge and skills of drawing and painting basics - (13 years of experience)

Graphics design:

Development of logos, print layouts, corporate identities, correspondence, marketing materials, branding, advertisements etc. (5 years of experience)

Web-design:

Static website creation (5 years of experience)

Web-advertisement / Graphics (Flash / Gif animated banners – 4.5 years of experience)

Professional Accomplishments:

Developed web sites and graphic design for prestigious clients including:

- **GIZMONDO Europe** – Gizmondo Navigator 2006 large scale marketing and distribution campaign – Inc postcards, T-shirts, pop-up displays, bill-boards, accessories packaging, magazine advertising, retail advertising (Argos, Maplin, Harrods) www.gizmondo.com

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- **Habitat** – Personalised email campaigns
 - **Betfair** – World Cup 2006 micro site / Interactive Welcome CD-Rom / Personalised email campaigns
 - **The Carbon Trust** – Carbon Trust Standards website
 - **Chelsea FC** – “It’s in The Blood” Personalised email campaigns
 - **London Midlands Railways** – Flash banner campaigns
 - **Phillips** – Fathers Day Promotion micro site
 - **TalkTalk** – Let’s Talk competition micro sites and personalised emails
 - **Egg Money** – Monthly promotion & offer emails.
 - **ATARI** – Australia and New Zealand
www.atari.com.au
 - **Blockbuster Australia** – Carl and Ray flash promotion.
www.blockbuster.com.au
 - **The Perfume Connection** – Australia wide perfume chain.
www.perfumeconnection.com.au
 - **Chaos Music** – Australia’s largest e-commerce music / DVD website.
www.chaosmusic.com
 - **Rebel Sports** – Australia’s / New Zealand’s largest sports and recreation retailer.
www.rebelsports.com.au
 - **Nugini Ice Beer** – Papa Nugini breweries.
www.chill.net.pg
 - **Port of Morseby Stock Exchange** – Papa Nugini stock exchange (PoMSOX).
www.pomsox.net.pg
 - **Bougainville Copper Limited** – Rio Tinto owned copper mining site – Papa Nugini.
www.bougainvillecopper.com.pg
 - **D-Store** – McDonalds Sip’N’Win promotion – Design of D-Store voucher.
 - **LMRU** – Labour Market Research Unit – Intranet interface design – Department of Education and Training - Queensland Government
 - **ETP** – Employment and Training Performance – Intranet interface design – Department of Education and Training - Queensland Government
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Professional Strengths and Personal Interests:

Professional Strengths:

- Excellent written and verbal communication skills
- Takes great pride in own graphic ability
- Self-motivated, enthusiastic and open-minded
- Highly organised
- Effective and persuasive communicator
- Ability to set and meet realistic goals and targets
- Ability to work under extreme pressure to meet deadlines.

Personal Interests:

- Personal Development
- Modern Arts
- Jogging / Inline skating / GYM
- Sport – Ice / Inline Hockey

References:

Professional and character references are available upon request.