



# *the Curriculum Vitae of Oliver Hall*

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## Outlook

Throughout my design career, there is always one constant for each and every project: Design, in whatever form it presents itself, should be a resolution to a problem. Sometimes to find the problem there needs to be a little rooting, but once found, a clear path is defined. The challenge then, is to present the solution in a coherent, attractive and dynamic form which satisfies the need of the client, and delights and engages with the target audience. As Steve Jobs succinctly puts it... ” Design is not just what it looks like and feels like. Design is how it works.”

## Recent History

In recent years I have been working at a user centred interaction design agency, producing a range of products from websites, branding, mobile and online applications to intranets and email interfaces. My focus has always been on production of user centred design solutions.

My role often included sole responsibility for managing client expectations and developing client relationships, from early briefing meetings, through to strategy workshops, final design presentation and delivery. This required flexibility to ensure each clients different creative needs were met and exceeded. Close involvement with numerous Orange projects in particular, have meant I am flexible in providing a very iterative approach to deliveries, similar to that of 'Agile' work processes. I ensured establishment of positive working relationships which promoted trust and understanding on both sides.

At Digerati Studio I had the benefit of working closely and collaboratively with information architects, user experience designers and front end and back end programmers. By offering a comprehensive user centred approach to design it meant that my involvement with each project was dynamic, with my contribution developing as the project progressed. Decision making, whether at defining user flows, at the wire-framing stage, or defining the interaction was all considered in a holistic user centred way, culminating in final interaction and visual design.

## Ancent History

I began my formal training as a print graphic designer at Falmouth College of Arts (now University College Falmouth), graduating with a 2:1 Hons degree, and receiving a Proctor and Stevenson Student Design Award. I went on to form a graphic design agency: Sample 3. We produced a range of design solutions for clients such as S4C, the NHS, the Salvation Army and many independent businesses. We also took an interest in the Bristol arts scene, promoting nights, producing club visuals and creating artwork for small and large scale record releases. By producing a broad spectrum of work for a varied client base I am confident working in almost any graphical medium.

## Employment History:

### July 2009 – Present: Freelance Designer,

I am working as a freelance designer in and around the Bristol area.

### 2007 – July 2009: Digerati Studio, Bath.

User centred design agency working with a variety of clients from blue chip down to independent start up businesses. Position: Web, Print, Brand and Interactive designer.

### 2006 – 2007: Freelance Designer,

Working freelance gave me the opportunity to work on a diverse range of projects including some time on the design production team at Conde Nast publications.

### 2003 – 2006: Sample 3, Bristol

A graphic design partnership located in central Bristol specialising in company branding and working across many mediums: Print, Web and Audio Visual. Position: Partner.

## Academic Qualifications:

### 2005 – 2006: UWE, Bristol

Post Graduate Certificate in Education: Secondary Design and technology

### 1999 – 2002: Falmouth College of Arts, Cornwall

Graphic Design BA (Hons) 2:1

### 1997 - 1998: UWE, Bristol

Foundation Studies in Art and Design: National Diploma

### 1989 – 1997: Cotham Grammar School, Bristol

GCSE's and 'A' levels

## Professional skills:

I am proficient in all applications necessary to undertake graphic design and interactive design work:

Photoshop, Illustrator, In design, Acrobat, Omni-graffle. After Effects

## Interests:

I enjoy the practical implementation of my design skills, particularly in the field of DIY as I've found that re-developing buildings requires much of the same principles involved in producing good interaction design! I enjoy learning new skills and have successfully built walls, moved kitchens, re-wired, and plastered our Victorian house.

When I'm not upto my ears in building dust, I enjoy playing for the local football team, tinkering with my vintage Vespa, and long walks with my wife, daughter and lunatic Cocker Spaniel