

David Laird

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EXPERIENCE

Senior Interactive Designer *Foster Moore IT* February 2009 – January 2010

Foster Moore IT builds registry applications for governments globally.

- I was one of 2 key designers on the multi-million dollar project tasked with the redesign and user experience for the core application of *New Zealand Companies Office*, which is the government agency responsible for the administration of Corporate Body registers including the Companies Office registry. The website receives two million hits a day.
- Partnered with business analysts and the client to produce highly functional, legislative-driven specifications through prototype design, graphic assets, CSS and HTML within constrained deadlines.
- Liaised with the client while designing the user interface, page layout, and web graphics.
- Worked closely with the senior-business advisor & manager of business registries for New Zealand while designing the user interface, page layout, and web graphics.
- Responsible for the interactive design of the New Zealand Companies Office internal task management system.
- Designed look and feel for the New Zealand Companies web services portal
- Simplified the user interaction for businesses using the New Zealand Companies Office web services to increase productivity and reduce errors.

Freelance Web-designer February 2008 – February 2009

Deuces Cracked – a subscription based e-learning site, which receives over 1 million hits per month.

- Responsible for the user interface redesign including front end CSS and HTML.
- Ruby on Rails was used as the web framework.

Bethany Community Church

- As project manager translated the client's specifications into manageable components, produced creative solutions, and managed the team to provide a timely outcome. Hand-coded the HTML and CSS.
- Built custom search feature using AJAX, PHP and MySQL.
- Conducted client training of the content management system

Other projects: *ascribeimages.com*, *donkoontzdds.com*, *missionadventures.co.nz* : See my portfolio.

Creative Director *YWAM Seattle* April 2004 – May 2008

- In house web and graphic designer responsible for advertising campaigns, providing tools for administrative tasks, and production of fundraising material.
- Creative director for short-term student cultural exchange programs.
- Oral presentations to groups of up to 300 people.
- Managed 20 staff.

National Director *Mission Adventures, New Zealand* May 2001 – April 2004

- Established Mission Adventures as a New Zealand brand.
- Staff hiring and training.
- Tour manager and educator for groups of young people travelling through Cambodia and Fiji.
- Built web site and produced promotional video for Mission Adventures.

YWAM Los Angeles September 1992 – April 2001

- Founded and developed a successful video department.
- Founded and directed a cultural exchange program for teenagers on overseas community service projects. Acted as the liaison between the groups and overseas contacts.
- Successfully lead cross-cultural student trips to Estonia, Russia, Mexico, Brazil, India and Nepal for ten weeks at a time.
- Implemented new learning structures for students, which continue to add to the overall success of the program.

SPECIALTIES & SKILLS

Specialties: User experience, user interface design, wireframe and prototype design, layout design

Software: Adobe Creative Suite 4 (Photoshop, Illustrator, Fireworks, Flash), Balsamic Mockups, Final Cut Pro, Textmate.

Internet: HTML, XHTML, Cascading Style Sheet (CSS), AJAX, Ruby on Rails, jQuery

REFERENCES

Supplied on request