

CRAIG

DENNIS

CURRICULUM VITAE

THIS IS ME

My name is Craig Dennis and I'm a designer.

I am interested in the way things work, more specifically why some things work well and some things don't. I consider myself a designer but not just making things look pretty. Design is solving problems through iteration and developing a coherent solution focussing on the user and their experience.

After graduating from **Ravensbourne** with a **1st class honours degree** in interaction design, I interned at **Samsung Design Europe** designing future entertainment experiences and was selected to present concepts to the president in Seoul, South Korea.

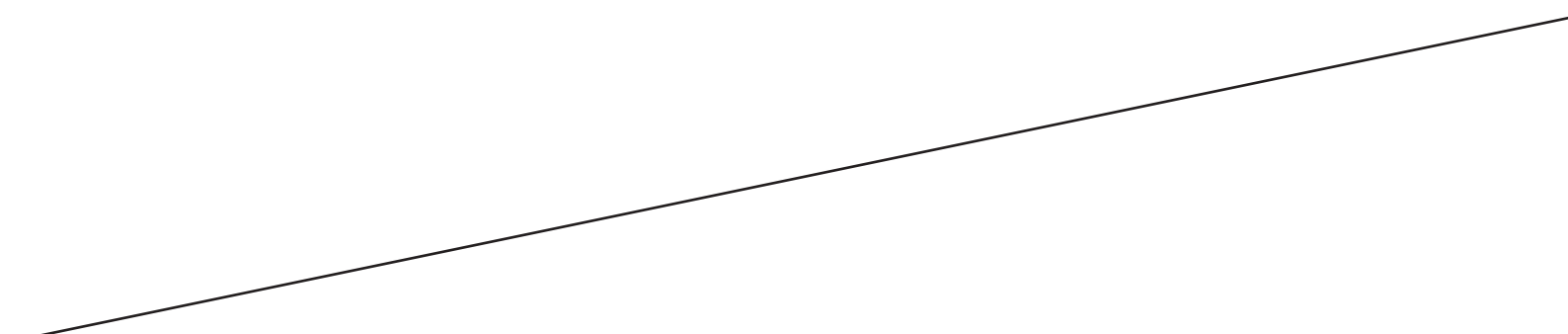
My degree allowed me to look at things from many **different perspectives** and make decisions based on various scenarios of usage. It allowed me to explore problem solving and conceptualising as well as explore myself.

Currently I am a designer for a **search and social conversion agency** in West London on the **experience design** team. As part of this role I have learnt aspects of conversion design as well as branding and social media integration and SEO.

I have experience with wireframing, design mockups, asset creation, site maintenance, all the usual stuff you'd expect from **someone working for a digital agency**.

I'm not ashamed to admit that I'm a bit of a geek when it comes to the latest technology. I am always researching better and more efficient ways of completing a task. I am excited about the advancements of things such as **CSS3 & HTML5** and the Chrome OS.

As someone wiser than me once said "Design is not just the way it looks but the **way it works**".



QUALIFICATIONS

Ravensbourne College of Design and Communication
1st Class Honours Degree in Design For Interaction

Oakwood Park Grammar School
A-Levels in Psychology & Business Studies
12 GCSEs including Mathematics & English

EXPERIENCE

Junior Designer

Tamar
2009 - Present

- Branding / Conversion design / SEO
- Microsites / maintenance
- Improving conversion design for existing sites
- Presentation / document creation
- Working with development teams
- iPhone specific microsites

Intern

Samsung Design Europe
Summer 2009

- Working as part of a self managed creative team
- Collaborating with worldwide professionals
- Research & analysis
- Conceptual development
- Developed user experience skills
- Selected to present findings to the head of Samsung at HQ in Korea

Intern

ITV Future Technologies
Summer 2008

- Working with a variety of industry professionals
- Producing work for use in promotional material
- Lead designer/developer for internal content management system

WHAT I DO

HTML / CSS2 / CSS3
PHP / WORDPRESS

W3C STANDARDS / ACCESSIBILITY / USABILITY
CROSS BROWSER COMPATIBILITY
CONVERSION DESIGN
INFORMATION ARCHITECTURE
BRANDING
SEO

PHOTOSHOP
ILLUSTRATOR
INDESIGN
DREAMWEAVER
PREMIER PRO
AFTER EFFECTS

MICROSOFT OFFICE
VISIO



GET IN TOUCH

If you would like to know more about me, have an opportunity you would like to discuss or just fancy a beer. Please get in touch.

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