Alex White
Curriculum vitae

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PROFILE

- Over 17 years commercial experience in interactive and visual design.
- Excellent concept generation and problem solving capabilities.
- Highly adaptable, able to apply existing expertise to new situations.
- Team orientated, with good communication and people management skills.
- Experienced in handling the accounts of high-profile international clients.

EXPERIENCE

Thoughtbubble
www.thoughtbubble.com
(02/11 to Present)

I Joined the Web Agency, Thoughtbubble, towards the end of February 2011 as the Senior Designer and have gone on to Project manage some of their highest profile clients. Thoughtbubble specialise in Award show entry and Judging systems, and their clients have included Cannes Lions, CLIO Awards and The Radio Academy Awards. My role in the company has been to design many of the main websites for our clients together with marketing material such as online promotions, Email campaigns and printed brochures. In recent years I have been also focusing on client management and now manage the New York Based LIA Awards, The Gunn Report and the Institute of Practitioners in Advertising amongst others.

Selected Thoughtbubble Projects:

CLIO Awards
Being involved with the CLIO website for a number of years, I went on to work on the development of the website creating a design with a common template structure that would work across all of the CLIO brands. Being quick to update and customise for each award show, the same structure is now used across the Adweek Award sites. (www.isaacawards.com/).

For the Judging events I worked on the UI for the Onsite and Online judging systems, creating a user friendly voting system for the judges to use across handheld and desktop platforms.
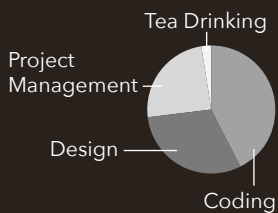
LIA
LIA are one of the worlds leading advertising award shows. For the past 3 years I have Project managed LIA's entry and Judging systems. I liaise with the client before each entry season, working on system enhancements for the entry and client administration system and help with the marketing material on the LIA Awards website. Each year, at their judging event in Vegas, I am in charge of a team running the technical aspects of the on-site judging sessions, this involves presenting the media and collecting and counting votes (using handheld devices).

Design wise, I have helped with the content of the LIA Award site and winners and have designed the Onsite judging user interface. (www.liaawards.com/).

Project Management
Design

Event Management
Project/Event Management   Design

Freelance projects
(08/03 to present)

Tea Drinking
Project Management
Design
Coding

www.alexwhite.co.uk/ (2017)
Alexwhite.co.uk is my own personal portfolio site. I designed and built it to be a simple portfolio website to showcase my work across multiple platforms.

www.whitebean.co.uk (2010)
WhiteBean is a brand that I developed as an identity to carry out my freelance projects under. I designed and built the website, promoting it on social media to generate work.

www.pointspace.co.uk (2011)
The client contacted me with an idea for the company name and knew what they didn't want the site and logo to look like. Working closely with them, I designed and developed the Pointspace brand identity and expanded this into a website. I offered help and advice setting up a blog, which was then fed directly onto the website via a php api, Facebook page and a newsletter.

www.pokerstars.com (2011)
For Pokerstars I worked on building and designing Flash and Gif banners for various campaigns. The work involved completing sets of banners for each promotional campaign to exacting specifications, often to tight deadlines.

Intownhouses [www.alexwhite.co.uk/intownhouses/] (2003)
For Intownhouses I worked alongside other designers to convert Illustrator files into an animated brochure site to promote this property firm. The site is very much of it's time, constructed in Flash, and features audio edited to compliment the animation.

Boltblue
(07/04 to 08/10)

Coding
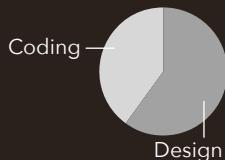
Design

Boltblue specialised in the mobile phone entertainment sector and Home Broadband, operating in UK, Ireland and Australia. As Design Manager, the tasks that I was responsible for included:

• Designing and building effective Landing pages in multiple languages for Boltblue's main products in each country.
• Delivering Online and Print advertising campaigns for both Magazines, the Boltlbue site and third party affiliates.
• Continuing design and development of the Boltblue brand including developing and marketing new Mobile content.
• Developing new products and brands for Boltblue's portfolio.

DKNI
(05/02 to 07/04)

Coding
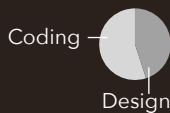
Design

Working among a team of designers and developers I became the main Web designer at DKNI. Tasks included building XHTML/ CSS and Flash websites designed with equal weighting on visual aesthetics and usability.

EyetoEye.com
(02/00 to 09/01)

Design/ image prep

Coding

Working as part of a small team, at Eyetoeye, I was the key multimedia designer and developer within the firm. Being involved with a small agency meant I had a broad role, being involved with projects from initial concept right through development to the final finished product.

EDUCATION

BA (Hons) Fine Art
(09/97 to 06/99)

University of Plymouth (Exeter). Specialised in Interactive Art. 2:1.

Dip H.E. Integrating Art and Design
(09/95 to 06/97)

Weston College, North Somerset. Passed with Distinction.

PUBLICATIONS

Flash MX Studio
Friends of Ed

I co-wrote a section in a successful 'Friends of Ed' book, consisting of 3 chapters on the use of video and audio in Flash MX.

Revolutionary QuickTime Pro 5 & 6
Friends of Ed

Technical Reviewer, plus some additional co-writing on importing Flash and the use of text tracks within QuickTime movies.

PERSONAL INTERESTS

I enjoy cycling, climbing, walking, life drawing and sculpture (Last year I completed a Stone Carving course, completing a sculpture in Portland Stone).