

Richard Brenkley

middlenamejames.com



User Experience Design, Information Architecture, Creative Digital Strategy

I have over 10 years experience working in web and interactive media and have done almost everything from research, plan and manage projects to design and provide creative direction, audit content, write copy, and create complex site architectures. I've worked with clients; defined, designed, developed, launched, tested, analyzed, refined, re-designed and come right back to the drawing/white board every time, always eager for the next challenge.

With a background in graphic design, and strong experience with interactive, web and social media, I enjoy utilizing my creative & technical experience to help clients and development teams create compelling user experiences based on stakeholder requirements, insight & planning, best-practices, creative thinking and good old common sense.

Career Highlights

2002 - PRESENT

Freelance/Contract

User Experience Designer / IA

Specializing in user experience and interaction design, but crossing over into various roles from creative direction, UI design and copywriting, to overall strategy and planning. Working with advertising and interactive agencies, creative studios, development shops and directly with clients to develop cutting edge digital solutions across multiple touchpoints, including web and mobile.

Clients include Cossette/Fjord, Grip Limited, Y&R, TAXI, Mercedes-Benz, Ford Canada, Jaguar/Landrover, Honda/Acura, AutoTrader, Johnson & Johnson, Boehringer Ingelheim, Bayer Pharmaceuticals, Wyeth Pharmaceuticals, GSK, Colgate Palmolive, Labbat/Budweiser, Dell, Ontario Tourism and more.

12/2009 - 06/2010

Grip Limited (Toronto, ON)

Information Architect

Working with creative partners, producers, account managers, art directors and developers to compliment Grip's highly creative, award-winning work with strong information architecture and user experience design methodologies. Clients/projects include Honda Varadero Microsite, J&J Microsites, Budweiser Facebook Applications, Honda.ca and Acura.ca Redesign, AutoTrader Redesign.

07/2009 - 12/2009

Critical Mass (Toronto, ON)

Information Architect

Assigned to the Citi Cards account as part of the insight & planning team at CM's Toronto office. Worked with clients in Jacksonville, FL to provide interaction design solutions on a number of high-profile marketing campaigns and transactional banking sites/mobile applications.

09/2008 - 07/2009 **Y&R/Enfatico** (Toronto, ON) **Information Architect**

Assigned to multiple accounts, producing sitemaps, wireframes, interaction flows, storyboards, use-cases and other documentation vital to the successful development of numerous online campaigns and website development projects. Clients include Dell, Ford Canada, Jaguar/Landrover, Colgate Palmolive, Wyeth Pharmaceuticals and Ontario Tourism.

02/2006 - 05/2007 **Electramedia** (Toronto, ON) **Web Developer**

Part of a small team of 8-10 people, designing and developing CMS-driven Websites and Interactive Rich Media. HTML, CSS, ColdFusion, Database Design, Information Architecture. Clients include Mercedes-Benz, Smart and TAXI.

09/2001 - 08/2002 **Northcott Silk** (Woodbridge, ON) **Web/Graphic Designer**

Working client-side with an international producer and distributor of fine printed fabrics. Working with chief designers and business team to create marketing campaigns, printed material and website presence. Redesigned and developed new website and CMS platform.

09/2001 - 08/2002 **YorkshireNet** (Skipton, UK) **Web/Graphic Designer**

Privately owned company with eight employees. Designing, developing and hosting websites. Servicing small and medium sized business clients. Website design, Photoshop, Fireworks, Flash, HTML, CSS, Dreamweaver, UltraDev, SQL, JavaScript.

Education & Training

1999 - 2001 **Computeach International** **Web Master Certification**

HTML, Dreamweaver, Ultradev, Photoshop, Fireworks, Flash, Windows IIS, SQL Server, and other Computer, Network, Web and Database technologies. Built a portfolio of websites/online graphics and gained hands-on work experience.

1991 - 1993 **Stockport College** (UK) **BTEC HND Graphic Design**

A further two years of BTEC Graphic Design at the Higher National Diploma level (equivalent to first two years of a University Degree).

1989 - 1991 **Calderdale College** (UK) **BTEC Graphic Design**

Conceptual Thinking, Art & Design History, Typography, Photography, Illustration, Advertising, Marketing, Surface Pattern Design, Painting & Fine Art, Video and Multimedia.

References Upon Request

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