

James Balderson

Digital Developer



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Profile

Communicating messages and information through a visual medium as an alternative to the written word has always fascinated me, helping me overcome the challenges of dyslexia.

Upon graduating, I was offered and took a job at Crab Creative, working as part of a small successful digital start-up in the heart of Shoreditch, dealing with some of the largest brand names in the world.

The importance of client relationships became ever more centric to success when I joined Loveurope, working directly with the account managers and marketing departments of our clients towards their digital goals.

Experience

Digital Developer, Loveurope, London 26/04/2010 – Present

www.loveurope.com

Currently I work as a Digital Developer at Loveurope's AdZone Studio at Adam&EveDDB's office in Paddington, on the Volkswagen Regional account. I work closely with the account managers for both commercial and consumer retailers. This is a very busy studio, both print and digitally based, where I head up the digital department. Day to day I adapt press and mailers into our pre-approved responsive email templates for sending through "Silverpop Engage" or to be supplied as elements for the retailers to send. Through developing the responsive email design for high pixel density displays, such as the iPhone, I made previously un-mobile friendly content, crisp and eye catching. The head of Regional Marketing at Volkswagen, referred to this as "a breath of fresh air!"

Also I supply digital rich media adverts to all regional Volkswagen Consumer and Commercial Vehicle retailers.

During my time at Loveurope I've worked at our head office in Clerkenwell and our in-house studio at J.P. Morgan Asset Management. At our head office I worked on digital projects for Investec, FSCS, LG, Peroni and Glenmorngie.

Freelance Front End Developer, Crab Creative, London 02/2009 – 01/2010

www.crabcreative.com

Working as part of a small successful digital start-up team in the heart of Shoreditch. Responsible for working on the following leading brands:- Rocco Forte, Harris Grant, Tilda, Nature Valley, alpro Soya and Green Giant.

Education

University

BA (Hons) Graphic Design (Visual Communication) (2007-2008)
Thames Valley University

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As part of my major project I looked at how people are judged solely on their external appearance, using anonymous off and online questionnaires.

HND Graphic Design (2004 – 2006) (Merit profile)
Thames Valley University

ND Graphic Design (2003 – 2004) (Merit profile)
Kent Institute of Art & Design

Skills

Coding

Responsive HTML email template (for Aprimo 8.5, Silverpop Engage, Campaign Monitor and MailChimp)

HTML + CSS (for IE 6 – 11, Firefox and others)

HTML5 + CSS3

Basic JavaScript (jQuery)

Basic ActionScript 2 – 3

Basic PHP and MySQL

Google DoubleClick (and other ClickTAG systems)

Debugging Software

FireBug, DeBug Bar and IETester, as well as the build-in debuggers for Safari, Opera, Chrome and Internet Explorer 8-11.

Fiddler 2 and other HTTP / DOM inspectors.

Software

Virtual Machines (Oracle VM VirtualBox, Parallel's Desktop for Mac, VMWare Fusion, Microsoft Virtual PC)

LAMP configurations (MAMP Pro, XAMPP as well as native Linux, Mac OS X and Windows IIS.)

Adobe Creative Suite (Adobe Dreamweaver CC, Adobe Photoshop CC)

Adobe Illustrator CC, Adobe Flash CC)

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Interests

At the weekends I can be found walking around Crystal Palace Park or browsing one of the many antique, vintage and collectable shops near my home. I enjoy cross country walking, especially if it gives me the chance to take some photographs. I also enjoy skiing, seeing live Theatre, going to concerts and watching the latest Hollywood releases. My technical interests extend into high-end Hi-Fi, network and internet technologies, as well as running several websites;

www.tiredbees.com

www.simonbrandon.me

cloud.pro-act-ive.org

References

Are available upon request.