

MIKE ARCHER - CURRICULUM VITAE

Profession: Digital Designer

Current Employer: ma-idesign.co.uk

Former Employer: VisitGuernsey

Current Position: Digital / Website Designer

Nationality: British

References: I am in possession of a full set of references for all previous terms of employment.

Certificates: I hold full documentation evidencing attendance and exam results obtained for all academic achievements.

Email: mikearcher30@hotmail.com

Websites: <http://www.ma-idesign.co.uk/portfolio> [Portfolio]
<http://www.linkedin.com/in/mikearcher1> [LinkedIn]
<http://twitter.com/digitalldesigns> [Twitter - @digitalldesigns]
<http://www.facebook.com/digitalldesigns> [Facebook]
<http://yourshot.nationalgeographic.com/profile/633454/> [NatGeo]
<https://500px.com/MikeArcher> [500px photos]

Personal Statement:

I am a pro-active, self-motivated, passionate, creative, innovative digital designer / team player with a personable / professional demeanor and a keen eye for detail.

Specific Key Attributes:

- A genuine desire to exceed expectations and a willingness to learn and develop
- Ability to multi-task and handle complex problems in order to achieve objectives
- An ability to prioritise workload and deliver projects within stipulated timeframes
- A strong team player who adapts quickly to a new environment
- Always maintains a high level of professionalism while working
- Possesses excellent communication skills / interpersonal skills
- Reacts positively to constructive criticism

Notice Period:

I have to provide 1 months notice to my current employer.

FULL TIME EMPLOYMENT / ACADEMIC RECORD

August 2014 - Current

Freelance Digital Designer

<http://www.ma-idesign.co.uk/portfolio>

February 2012 - July 2014

VisitGuernsey [VG], [States Of Guernsey]

Digital Design Executive, [Travel and Tourism - Marketing and Communications]

www.visitguernsey.com

Accountability and responsibility, I:

- Supported the implementation of the VisitGuernsey online marketing strategy, as outlined by the marketing director: <http://www.visitguernsey.com>
- Was responsible with [Viv-id](#): (brand), [Submarine](#): (web development) and [Blix Media](#): (seo): for the ongoing evolution, (design, development and delivery), of VisitGuernsey's web / digital presence: [Website](#), [Facebook](#), [Twitter](#), [YouTube](#) and [Pinterest](#)
- Worked closely with VisitGuernsey's marketing director, [Viv-id](#) and in-house teams on the on-going evolution of the VisitGuernsey brand strategy.
- Helped identify and develop new initiatives, audiences and markets, with the in-house marketing and tourism teams, (Product, PR and Marketing).
- Was responsible for the design of VisitGuernsey's consumer, (monthly), EDM mailers (monthly) and trade mailers - English, French and German, (quarterly).
- Supported the visitor information centre, (culture and leisure department), with all campaign / print literature.
- Worked with the department's commissioned photographers and with the other members of the marketing communications team to keep the VisitGuernsey (States of Guernsey) [on-line image library](#) up to date
- Worked closely with the PR team to ensure, consistent and clear VisitGuernsey brand messaging across all digital platforms.

States Of Guernsey (SOG)

Digital Design Executive, [Marketing and Communications]

Accountability and responsibility, I:

- Rebranded the [gov.gg website](#) within the current live wireframe structure
- Wireframed and applied States of Guernsey branding to the intranet
- Created a set of interim digital guidelines for the States of Guernsey
- Designed a logo for, 'The Hub' - Guernsey's government administration centre
- Created wireframes and rebranded [The Guernsey Registry website](#)
- Created wireframes for [The Guernsey's Careers website](#)
- Created a series of wireframes for [Guernsey Achievement Awards 2013](#)

Applications, Technologies & Software Used:

- Operating systems: Mac OSX
- Graphics / Web Design: Adobe CS5 - Fireworks / Photoshop / Illustrator / Flash

10 October 2011 - February 2012
Freelance Digital / Web Design
<http://www.ma-idesign.co.uk/portfolio>

8 August 2011 - 7 October 2011 (3 months)
Indulge Media Ltd, Guernsey
Digital / Website Designer – Software: CS5 Fireworks / Photoshop / Illustrator
<http://www.indulgemedia.com/>

Digital / Website Designs produced for Indulge Media Ltd:

- **Guernsey Skatepark website for the Guernsey Extreme Sports Association**
(Brand identity, wireframing and website design - website currently under development / testing)

- **Guernsey Triathlon Club website, (website wire framing / design)**
<http://www.guernseytriathlon.com/> (Wireframing and design)

- **Fauxquets Valley Campsite, (backend booking system designed)**
<https://bookings.fauxquets.co.uk/booking/step1> (Wireframe and styling)

- **Resolution IT**
<http://www.resolution-it.co.uk>
(Email newsletter template designed)

Accountability and responsibility, I:

- Conducted initial consultations with clients to discuss the needs of their business
- Created detailed wireframes, (UX/IA), considering user journeys, (Fireworks)
- Set the overall design style of the website, (Photoshop, Illustrator, Fireworks)
- Designed all website pages in strict accordance with W3C guidelines
- Brand identity / creation / rebranding / logo design
(Skills: Good Design Practice, Accessibility, Usability, W3C Standards)

Applications, Technologies & Software Used:

- Operating systems: Mac OSX
- Graphics / Web Design: Adobe CS5 – Fireworks / Photoshop / Illustrator, Flash

2010 & May 2011 – August 2011
Guernsey Arts Commission website
<http://www.arts.gg/>

Accountability and responsibility, I:

- Conducted initial consultation with the client to discuss the needs of their business
- Created detailed wireframes, (UX/IA), considering user journeys, (Photoshop)
- Set the overall design style of the website, (Photoshop, Illustrator, Fireworks)**10**

March 2008 - 13 May 2011

Specsavers Digital Team - Global Head Office

Digital / Website Designer, [Marketing and Communications - Creative]

<http://www.specsavers.co.uk>

<http://www.specsavers.com>

Accountability and responsibility. I:

- Was instrumental in the development of the Specsavers UK / Irish ecommerce website, (template), which is used as a global template in Australia, Denmark, Finland, Netherlands, New Zealand, Norway, Spain and Sweden.

(Skills: Good Design Practice, Accessibility, Usability, WC3 Standards, SEO)

- Created clean, intuitive, dynamic, interactive design concepts / solutions that work in strict accordance with W3C / Group Brand Guidelines

- Worked closely with in-house Marketing department and third parties to ensure all website / Campaigns had fully integrated social media reach.

(Skills: Brand engagement across all platforms)

- Worked closely with E-Commerce / Digital Marketing, Graphic Design, Post Production and Senior Management teams to ensure the consistent delivery of design solutions

(Skills: Cross Platform Project Implementation & Delivery / Time Management)

- Designed websites using technologies that conform to international standards and made sure that all sites were universally accessible and WC3 Compliant

(Skills: Learning and Developing key skills inline with industry standards)

- Designed online graphics / web banners in Illustrator / Photoshop for all local / UK / International websites

- Performed updates to external / internal websites when requested by clients

(Skills: Attention to Detail / Project Implementation & Delivery / Time Management)

Applications, Technologies & Software Used:

- Operating systems: Mac OSX

- Graphics / Web Design: Adobe CS3 / CS4 / CS5 - Photoshop / Illustrator, Flash

- Web Development: (XHTML, CSS, JavaScript),

- Word, Excel, Powerpoint

April 2006 – February 2008

ma-idesign.co.uk

<http://www.ma-idesign.co.uk>

April 2006 – July 2007

SAE International, London, (affiliated with the University of Middlesex)

Graphic / Web Design & Development – 15 Month Int'l Multimedia Diploma

Graduated with 1st Class Classification / Honours

<http://www.sae.edu/>

<http://www.saeuk.com/>

Applications and technologies covered throughout the course:

- Operating systems: Mac OS X
- Graphics: Adobe CS2 - Photoshop / Illustrator
- Web Design: XHTML, CSS, Macromedia Dreamweaver, Flash, FTP
- Web Development: (XHTML, CSS, Javascript), Flash / Actionscript

Introduction to Multimedia & Graphics / Content Integration:

- Introduction to the Apple OS X GUI platform
- Introduction to industry-standard graphics software - 2D graphics, both vector (line drawings) and bitmap (photos)

Project Management:

- Managing time, ideas, resources, creativity as an industry media producer

Standards Compliant:

- Static Website creation for services / products
- Accessibility / usability concepts / theories
- Advanced concepts of human-computer interaction

Website Design - Entertainment:

- Creating addictive, entertaining sites with advanced interaction and narrative
- Introduction to the fundamentals of Actionscript

Website Development:

- Constructing dynamic websites – advanced usability concepts / theories
- Introduction to Php / MySql – server side scripting / database structure / management
- Web 2.0 evolution & WC3 standards compliance
- Designing for usability

Future Interactive Design:

- New Media and emerging technologies

November 2004 – March 2006

New Zealand - Career break / change

Auckland, New Zealand Media Design School

Introduction to Digital Multimedia, (CS2)

<http://www.mediadesign.school.nz/>

August - September 2004

TEFL - Teaching English As A Foreign Language

Obtained the Internationally recognised online teaching qualification

<http://www.onlinetefl.com/>

Risk Management Associate

RBC: Royal Bank of Canada

February 2002 - November 2004

Accountability and responsibility, I:

- Was instrumental in the preparation and delivery, including facilitation & scribing of Risk Controlled Self Assessment, (RCSA), throughout business units within the Bank, (including Guernsey, Jersey and London).
- Provided detailed audit issue action plans, (post RCSA), for follow up covering all internal and external issues identified
- Analysed collated data and reported on Key Risk Indicators / Key Performance Indicators to Senior Management
- Provided support in the development and implementation of an effective Internal Control Framework, ensuring business unit objectives were identified and met across each respective unit of the Bank.
- Assisted in developing the delivery of an effective Internal Review Program.
- Developed a suitable platform for delivering Cash Items / Risk Exposure report to senior management on a weekly / monthly basis
- Produced monthly risk reports for Senior Management
- Assisted in establishing a cross training matrix for the Risk Management & Compliance Department

Key Competencies Required:

- Ability to build successful working relationships across all business units within the bank
- Key knowledge of Operational Risk
- Strong sense of teamwork
- Analytical Skills

Courses Completed:

- Royal Bank Of Canada Code Of Conduct Program
- Annual Prevention Of Money Laundering Awareness course / seminar / test
- Building Better Business Relationships 2004
- Communications course, 'Client Relations'

Assistant Compliance Officer, (Banking)

RBC: Royal Bank of Canada

February 2002 - August 2002

Accountability and Responsibility, I

- Produced monthly banking reports which included the statistical analysis of any new / old business, dormant accounts, number of internal referrals received during the month plus any disclosures made to the Financial Action Task Force.
- Prepared, 'Daily Aggregation Reports' in line with UK Companies Act.

- Ensured all 'key staff' had received and passed the Anti-Money Laundering Assessment test.
- Established and provided detailed Anti Money Laundering Training for all RBC Employees.
- Completed due diligence checks on prospective clients.
- Liaised with Banking Front Office to ensure all KYC requirements were met re any New Business.
- Managed and updated all RBC Caution List databases.
- Updated RBC Sanctioned Sensitive Jurisdiction Reports as and when required.
- Prepared Disclosures to send to the Guernsey Financial Action Task Force and The Guernsey Financial Services Commission as and when required.

Courses Completed:

- Annual Prevention Of Money Laundering Awareness Course / seminar / test

Assistant Compliance Officer

HSBC: HSBC Private Bank, (Formerly HSBC Republic Bank)

May 2000 - July 2001

Accountability and Responsibility, I

- Provided an introductory training course in the Prevention of Money Laundering and a, 'Know Your Customer' course for all new members of staff.
- Reviewed all new business proposals and closed business requests for both the Private Client Department and the Trust Department.
- Prepared Monthly Branch KYC Pack for the HSBC Republic Bank Committee to discuss all new and closed business reports, account transaction monitoring business reports, client balance reports, suspense and dormant reports and an overseas business report.
- Proof read all documentation that required Branch compliance sign off.
- Assisted with the implementing of all internal HSBC Republic guidelines and company regulations.
- Carried out day-to-day checks on Suspicious Transaction Reports, (STR's)
- Ensured all Senior Management / Departmental Managers reviewed their specific, 'Group Procedures'.
- Assisted with general office duties

Courses Completed at HSBC Republic Bank

- Prevention Of Money Laundering Awareness Programme
- Know Your Customer Awareness Programme
- Compliance Requirements Under Guernsey Legislation
- Vigilance In The Working Environment
- Microsoft Excel Intermediate Course
- Microsoft Word Intermediate Course

Trainee Trust and Company Administrator
BDO International Limited
May 1999 – May 2000

Accountability and Responsibility, I

- Maintained accurate Client, Company and Trust records.
- Ensured statements and financial records were accurately completed / recorded.
- Kept daily records of all business transactions and movements.
- Assisted with the management of client portfolios on a day-to-day basis.
- Assisted with general office duties

Courses Completed:

- Introduction to Trust and Company Administration
- Introduction in the Prevention Of Money Laundering
- Trust and Company Law in Guernsey
- Communications course
- Microsoft Excel Introduction Course
- Microsoft Word Introduction Course

Education:

- 2006 - 2007 SAE Institute, North Road, London, UK
2005 Media Design School, Auckland, New Zealand
1995 - 1998 Canterbury Christ Church University College, Canterbury, UK
1990 - 1995 Elizabeth College, St Peter Port, Guernsey
1988 -1990 La Mare de Carteret Secondary School, Guernsey
1986 - 1988 Forest Primary School, Forest Road, Guernsey
1981 - 1986 St Mary & St Michael Infant & Primary School, Guernsey

Academic Qualifications:

- July 2007 Web Design & Development
July 1998 Upper 2:1 Bachelor of Arts (Hons) Degree in American Studies &
Fine Art – awarded by University of Kent
June 1995 A-Level Passes in: Art, Geography and Politics
June 1993 GCSE passes in English (dual award), Mathematics, Science (dual award),
Geography, History, Art, French