

Richard Le Poidevin  
**Curriculum Vitæ**

October 2007



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### Personal Details

Email me for phone and postal details.

**URL** <http://www.sirric.co.uk/>  
**Email** [ric@sirric.co.uk](mailto:ric@sirric.co.uk)

**Age** 26  
**Date of Birth** 12 November 1980  
**Place of Birth** Guernsey

**Marital Status** Single

### Education

#### INSTITUTIONS

**1999-2002** Birmingham Institute of Art and Design  
Gosta Green  
Corporation Street  
Birmingham  
B4 7DX

**1997-1999** Guernsey College of Further  
Education – Grange House Annex  
St Peter Port  
Guernsey

**1992-1997** St Sampson's Secondary School  
St Sampson  
Guernsey

#### QUALIFICATIONS

**BA (Hons) Visual Communication (Graphic Design)**  
Bachelor of Arts with Honours, Second Class Honours, Division 1

**Advanced GNVQ in Art & Design with Distinction comprising:**  
2D Visual language (Advanced)  
Visual language used by others (Advanced)  
Working with electronic and lens-based media (Advanced)  
Graphic design (Advanced)  
Communication (Level 3)  
Application of number (Level 3)  
Information technology (Level 3)  
3D Visual language (Advanced)  
Working with media, materials and technology (Advanced)  
Historical and contemporary contextual references (Advanced)  
Business and professional practice (Advanced)  
Working to self-identified art briefs (Advanced)  
Working to set design briefs (Advanced)  
Presenting work (Advanced)  
Developments in two dimensions (Advanced)

#### GCSE

Art & Design	A
Design & Communication	A
Science Double Award	AA
Office Studies	B
Business Studies	B
Mathematics	C
English Language	C
English Literature	E

#### RSA

Initial Award in Office Studies  
Initial Text Processing – Distinction  
Computer Literacy and Information Technology Stage I  
English Language Stage I / II

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### Employment

2005-2007 Channel Publications  
Les Grandes Maisons Road,  
St Sampson,  
Guernsey,  
GY2 4LA

#### Graphic Designer: Design/Webmaster/IT

Working at Channel Publications enabled me to develop my skills in new areas. Strengthening my knowledge of offline based work, from design and conception through to creating print ready artwork. I was part of the team responsible for putting together weekly publication 24SE7EN. Tasks on the magazine included the creation of adverts, page layout, some photography and ensuring we always hit the deadline. I was also responsible for putting together issue 13 of Enterprise, and helped on earlier issues, this involved working with the editor to find to source or create appropriate imagery for each article. I was webmaster of both [www.24se7en.com](http://www.24se7en.com) and [www.enterprise-ci.com](http://www.enterprise-ci.com). This involved the creation of a custom written content management system (CMS). The CMS enabled site editors to rapidly update the site through the uploading and editing of images, the creation and publishing articles and news stories, adding and deleting pages and uploading documents such as PDFs. 24SE7EN included a fully searchable picture library that allowed users to purchase images online. (The e-commerce part of this site has been removed)

Other design work at Channel Publications included working on the Perry's and Jersey Recommended range of publications, as well as designing print and screen based work for both in-house (Cimandis/C.I. Traders) and external clients. This involved liaising with the client to get an understanding of their requirements, designing concepts for approval and the creation of finalised, print ready artwork in various mediums. Tasks included designing logos, identities, business cards, stationary and adverts for a range of clients. On a larger scale I was required to create posters, point of sale and on several occasions presentation stands with accompanying multimedia assets. These involved working with moving image, audio and the deployment of the presentation.

I performed in-house IT duties looking after the computers, helping fix problems, database design and offering guidance to people where needed. I provided a bridge between Channel Publications and the Cimandis/C.I. Traders Information System departments and aided them in the integration of our Apple Macs onto their network.

I took it upon myself to create a company intranet to aid business productivity. The intranet was primarily focused around aiding the graphics department and included a contacts database, bookmarks of useful sites, FTP accounts, etc, and an "electronic dummy". The dummy was a pan-island system for planning publications. Adverts and editorial could be visually placed on pages. Members of staff would then be assigned to each item and could change its state, i.e. *on proof*, or *in the studio*. This allowed anyone to know the progress of the publication at a glance. It was used extensively for Enterprise magazine and the Perry's/Jersey Recommended publications.

2002-2005 Byte Art Limited  
North Plantation  
St Peter Port  
Guernsey  
GY1 6JW

#### Creative Manager: Graphic Design/Programming

As Creative Manager for Byte Art I was involved with meeting clients, aided the writing and pricing of quotes and ensured that all projects met with our standards. I played a lead role in designing and developing websites as well as overseeing projects being put together by other members of the team. This might involve talking with clients and ensuring their needs and deadlines were met, or offering help and guidance with design and programming. Web development is a rapidly evolving field so I constantly researched the latest ideas and technologies to make sure Byte Art remained competitive and could offer clients the best solutions.

As well as multimedia design I produced print based work. This required me to create logos, stationary, brochures and other materials for both external clients and in-house needs.

In 2004/05 Byte Art and sister company Linesnapper presented a series of seminars on the issues faced by businesses using the internet. For this I researched, wrote and presented several seminars in both Guernsey and Jersey on topics such as email marketing and search engine optimisation. The seminar's support material was presented in Adobe Flash using a custom system I developed.

2000-2002 Credit Suisse Trust Guernsey  
Helvetia Court  
South Esplanade  
St Peter Port  
Guernsey  
GY1 4EE

#### Employment during University holidays

I was in charge of designing and maintaining the local Intranet and website. This involved designing the graphics, layout and interface of the sites. It was important to make it friendly and easy to use, but at the same time have all the company documents within three clicks of the homepage. Whilst working for CS Trust I also designed adverts and brochures making sure they conformed to the corporate style guidelines. I was given freedom from the style guide when I created an electronic Christmas card to be sent out to clients of the business.

1996-1999 St David's  
Route Carre  
St Sampson  
Guernsey

#### Saturday and school holiday work

Retail, helping out on the shop floor and the essential shop run!

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### Further Information

#### SOFTWARE & COMPUTER SYSTEMS

##### Operating Systems

Windows XP  
Mac OS X

##### Design/Graphic Applications

Adobe Acrobat 8  
Adobe Dreamweaver CS3  
Adobe Fireworks CS3  
Adobe Flash CS3  
Adobe Illustrator CS3  
Adobe InDesign CS3  
Adobe Photoshop CS3  
Adobe Premiere CS3  
Quark Express 4  
Xara XtremePro

##### *Basic knowledge of*

Adobe After Effects CS3  
Adobe Encore CS3  
Adobe Premiere Pro CS3  
Adobe Sound Booth CS3

##### Office Applications

Microsoft Office – Word/Excel/Powerpoint

##### Mark-up/Scripting/Programming Languages

ActionScript 2/3  
ASP/.net  
CSS2/3  
JavaScript/DOM  
Perl  
PHP 4/5  
SQL  
XML/XHTML 1.0 Strict

#### LEISURE, INTERESTS & ACTIVITIES

Photography  
Web and print design  
Computer games  
Reading  
Science, technology and gadgets  
Keeping fit(ish)  
Football – Liverpool fan  
Painball/Battletech  
Cooking  
Travelling

#### LANGUAGES

English  
A tiny bit of Russian, but trying to learn more

#### REFERENCES

##### Barry Wells

Manager whilst at Channel Publications

##### Simon R Bone

Manager whilst at Byte Art