

duane ashworth

strategy, design & development

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Drawing on a long career working in the graphic design and web design/development industries I believe I bring a wealth of experience and knowledge to potential employers, this experience coupled with my wide-ranging skill set means I can take on a wide variety of tasks if needed.

I would like to find work in the web strategy and design fields where I can concentrate on my strategic, design and front-end development skills while also using my web development skills and content management system experience to bolster the work that I do.

Employment history

Self Employed

design and development

2003 - 2013

I have been freelancing for the last 10 years primarily doing graphic design but have also done website design and development.

The work ranges from logo design to web development and has allowed me to hone my skills while putting a focus on my organization and management skills.

Responsibilities

- graphic design
 - branding
 - web design
 - web development
 - client management
 - time management
 - accounting
 - business management
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Achievements

- Successful logo & branding for 100+ companies working through logoworks.com
- Successful website & branding for urbanspeed.com a car club in Houston, Texas.
- Retail sales of logos and website templates

Projects

- Logos & Branding through logoworks.com
- [Urbanspeed.com](http://urbanspeed.com) branding, website and management.
- Retail sales through themeforest.net

Creative Marketing

web manager

2010 - 2013

My role consisted of helping to manage the web side of the business, help clients plan and strategise their websites and other web endeavours, design and development using both front end and backend languages, training and technical help for clients and help them manage their websites.

Responsibilities

- web design
 - web development
 - server management
 - planning & strategy
 - client management
 - training
 - staff management
 - project management
 - requirement gathering
 - project quoting and scoping
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Achievements

- Successful website launches for 25+ websites.
- Strategy, design and development for 25+ websites in both a sole and management role.
- Hosting and management for 80+ websites.
- Technical help and training for company clients.
- Successful strategy for new client endeavours.

Projects

- Ronald McDonald House Wellington www.rmdh.org.nz
- The Neurological Foundation of NZ www.neurological.org.nz
- The Pacific island of Niue www.niueisland.com
- Hereworth School for Boys www.hereworth.school.nz
- NZ Edible Garden Show www.nzediblegarden.co.nz

Nationwide Accessories

graphic designer / web designer
2006

I was employed as a graphic designer / web designer at NWA to help design advertisements, manage their product catalog and to help with their web presence.

Responsibilities

- graphic design
- branding
- advertising
- trade liason
- web design
- web development

Achievements

- Successful design and management of NWA's product catalog.
- Design of product advertising for leading bike magazines and trade publications.
- Creation of product advertising for race events and racers.

Carich Computer Training

tutor
2001 - 2003

I worked as a multimedia tutor teaching web, graphic design, flash and 3d. The role also required me to help and mentor students through their studies, give and mark tests and assignments and help manage the classes IT needs.

Responsibilities

- teaching core subjects
- student management
- advice and tutelage
- computer management
- curriculam planning

Achievements

- Training of students in design and development applications
- Help and mentorship
- Participation in national course & curriculam planning.

Education

Certificate in Multimedia

carich computer training
2000

This course taught the majority of the multimedia industries applications such as Photoshop, Freehand, Dreamweaver, Director, Flash, Premiere and 3d Studio Max.

Other subjects taught include typography, multimedia law and operating systems (Mac OS / Windows).

Diploma in Business Computing

central institute of technology
1998 - 1999

The Diploma in business computing gave me a grounding in aspects of both computing and business.

The course was based around computer maintenance, programming, databases, business administration and marketing.

Personal Interests

- Art and design, Paper, Paint, Sculpture and Modelling
- Strategic games such as Poker and other card games.
- Sports such as Rugby League and Cricket.
- Computers in general, maintenance, games etc.

Skills

I have a wide range of skills but my key technical skills are as follows.

Strategy

- wireframing
- visual planning
- requirement gathering

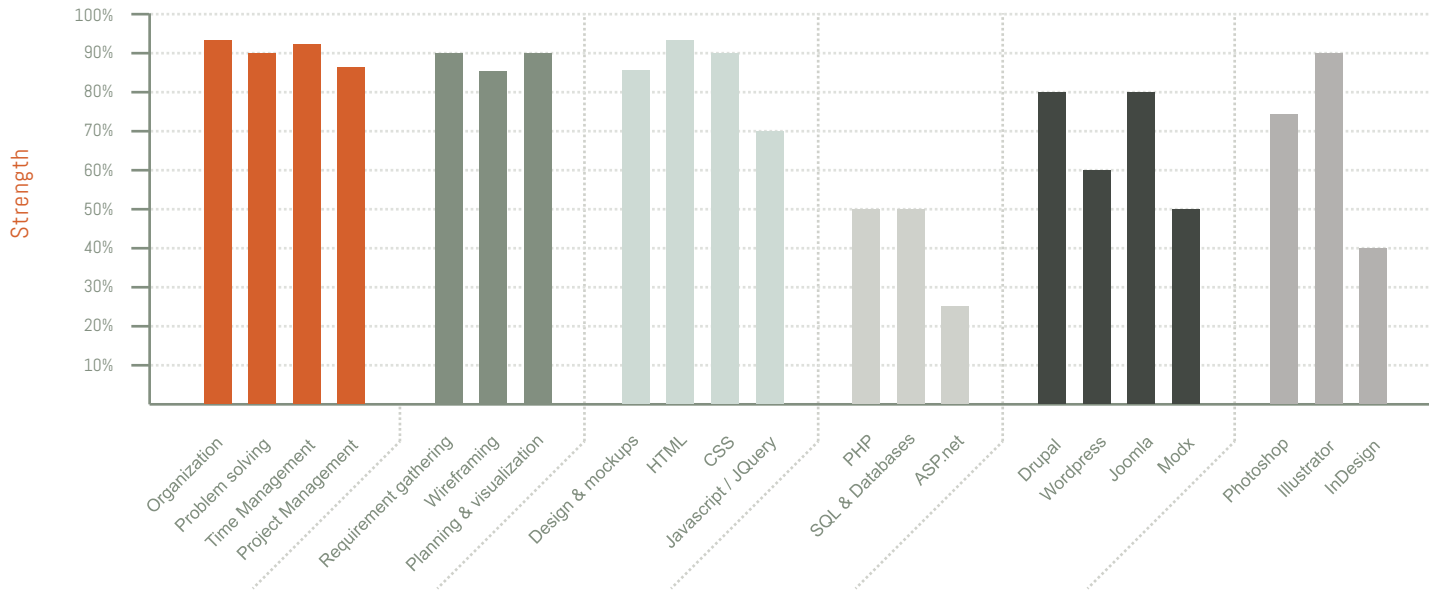
Web

- HTML & CSS
- Javascript
- CMS's - Drupal, Joomla

Graphic Design

- Logos & Branding
- Vector design
- Illustrator & Photoshop

■ Management
 ■ Web Strategy
 ■ Web Design
 ■ Web Development
 ■ Content Management Systems
 ■ Design Applications



Referees

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