Alex Reid
Curriculum Vitae

Personal Information
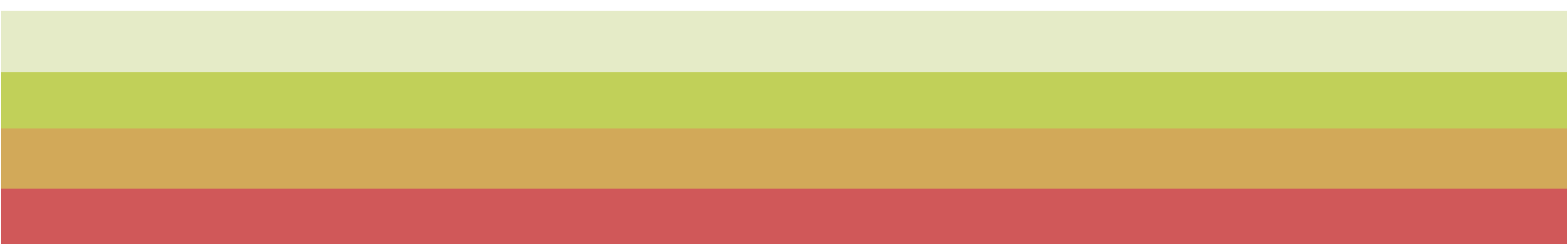
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Career Objectives

To work in a creative and stimulating environment, with people who genuinely care about the work that they produce and aren't afraid to push the boundaries of traditional web-based design. Ultimately, I would like to have a role that is constantly expanding my skill set and allowing me to follow my passion for industry leading functionality and cutting edge design.

Summary

One and a half years of solid studio experience backed up with another two years of successful freelance website design and development. Consistently producing compliant , creative and functional projects that have won me the loyalty of many clients and pushed my skills further than I could have imagined when I graduated from university.

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Skills

I have a broad skill set over many aspects of website development and design. My primary focus is front end development based around the CMS platform, Wordpress. My main weapons of choice are PHP, jQuery, HTML5 and CSS3. I perform most of my tasks with Coda on Mac and utilise SVN for source control. This, coupled with a strong linux command line knowledge allows to rapidly develop and deploy web sites, micro sites, Facebook tabs and applications and robust publishing platforms that are complete, compliant and not only cross browser, but cross device compatible. I also have at least 15 years worth of experience with Adobe's ever expanding suite of creative products

My History

Successfully completed my VCE education in 1999, and completed a Bachelor of Design in Multimedia Design at Swinburne University's National Institute of Design in 2003.

I spent the following years living my early 20's in style, travelling the world including living in Edinburgh for two years and working in fields ranging from hospitality to DJ'ing. All the while keeping abreast of design and technology, doing small jobs here and there to keep my skills sharpened.
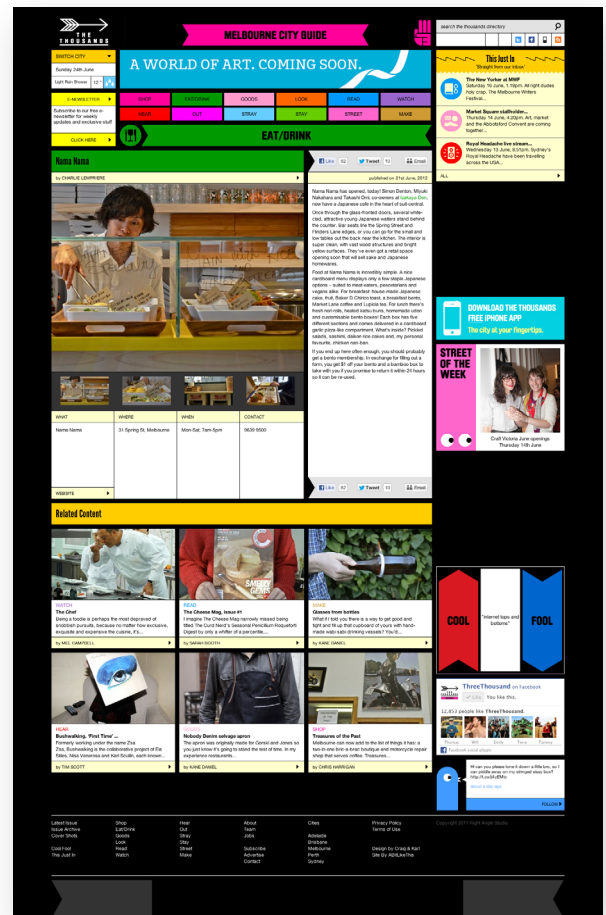
In 2008, I decided to focus on my career in design and development, and started regularly freelancing. This culminated in 2011 with me accepting a full time position at West Melbourne studio ABitLikeThis where I honed my skills across a robust set of clients and briefs.

Selected Portfolio
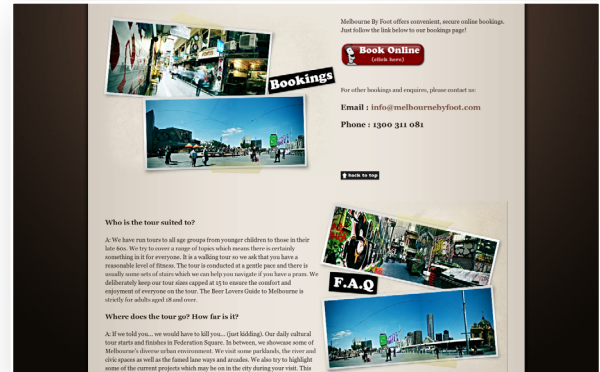

The Thousands

http://thethousands.com.au

I was part of a team responsible for the re-design and re-build of thethousands.com. au's website in 2011. My role was front-end development and theming Wordpress.

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Melbourne by Foot

### http://www.melbournebyfoot.com

I designer and developed this single page scrolling website for Melbourne walking tour extraordinaire, Dave Carswell at Melbourne by foot.

This was developed as part of an entire design package that included: logo design, print material, T-shirt design and website design.

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Selected Portfolio
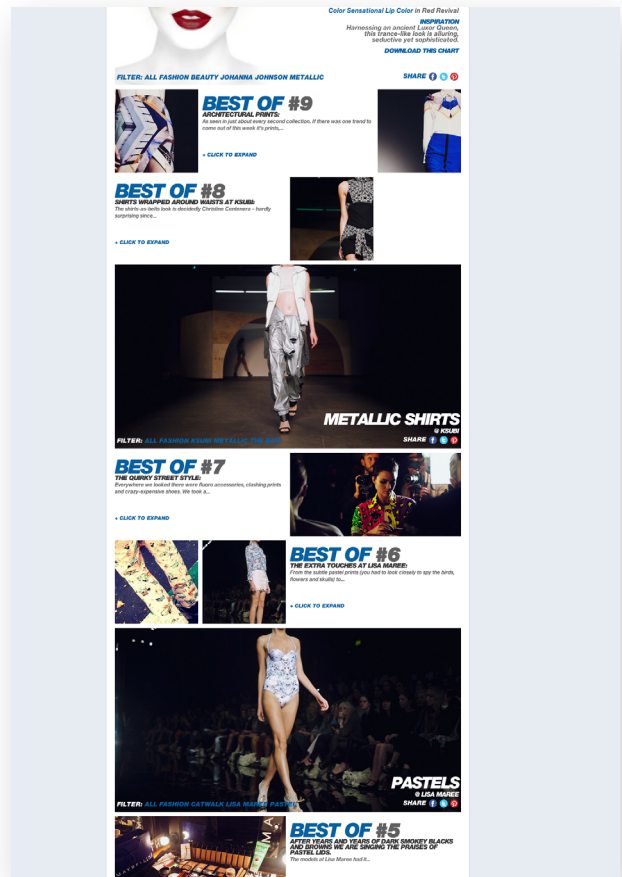

By Joost

http://byjoost.com
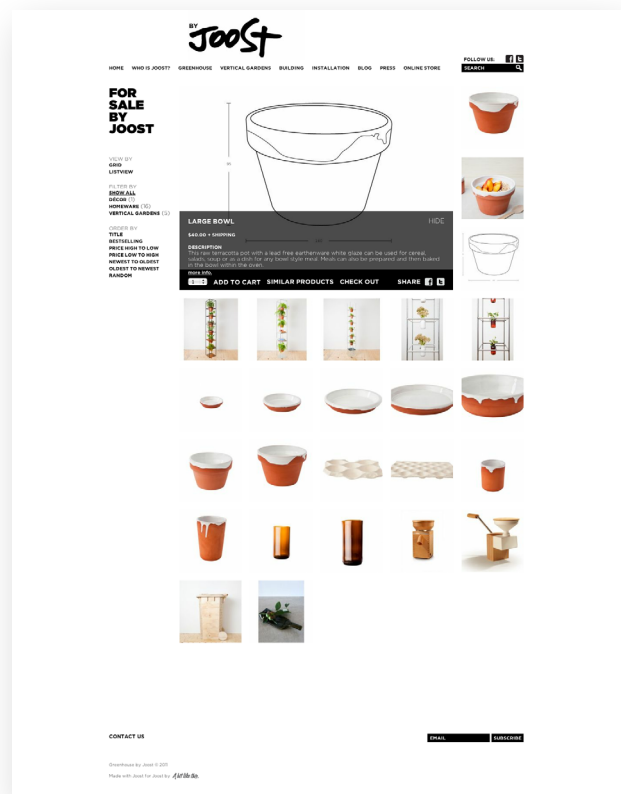
A website and online store for Melbourne sustainability pioneer and restauranteur Joost Bakker. I was in charge of most of the backend and all the front end design for this one.

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Fashion Week Australia

http://www.facebook.com/MaybellineAU

A Facebook page tab for Maybelline Australia's coverage of the Mercedes Benz Fashion Week Australia. Powered by Wordpress and AJAX. My role in this was both front end and back end design and integration with the Facebook API

More examples