

# Graham Lawley: Curriculum Vitae

## PROFILE

I am a London based Front End Developer specialising in Banner Ad Development with over ten years of agency experience. Until 2013, I primarily worked as a Flash Developer working on a diverse range of projects, such as Flash XML driven micro sites, Flash games and rich media banners for a wide range of Campaign magazine's top 100 brands.

I have a good working knowledge of developing Flash projects from start to completion using timeline-based, OOP, XML, AS2, AS3 and Adobe Air methods.

From 2013 onwards I shifted my focus to HTML5 and took on Senior Developer and Head of Tech roles (Banner Ads), where I oversaw the production of high volume global banner campaigns. Other responsibilities included scoping out projects, giving time and cost estimates, writing technical documentation and overseeing Developers.

I am Google DoubleClick certified and have an excellent knowledge of producing rich media banners using DoubleClick, Sizmek (MediaMind), FlashTalking, EyeWonder (AdWonder), Celtra and Adrime platforms. I am experienced in hand coding HTML5 banners using the Greensock JavaScript library (GSAP) as well as using Adobe Edge Animate, Google Web Designer or Celtra for mobile.

As well as developing banner ads I have worked within teams to build fully responsive websites using CSS3, JavaScript (jQuery) and HTML5.

## RECENT EXAMPLES

A selection of example work can be found at [www.grahamlawley.com](http://www.grahamlawley.com)  
Please contact me if you require further examples of my skills.

## CONTACT

Email: [graham@grahamlawley.com](mailto:graham@grahamlawley.com)

## SOFTWARE/PROGRAMMING SKILLS

- HTML5
- CSS3 (Basic Sass)
- JavaScript (jQuery, GSAP, Vanilla)
- Adobe Flash (AS2 & AS3)
- Adobe Air
- XML
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Google DoubleClick certified
- Google Web Designer
- Celtra Ad Platform
- Adobe Edge Animate
- Flashtalking Ad Platform

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## EMPLOYMENT HISTORY & WORK EXPERIENCE

### **FLASH/ HTML5 BANNER DEVELOPER – CONTRACTOR**

August 2009 – Present

A selection of these contracts are listed below but due to the amount of short term contracts I have not listed them all. I have worked with a number of leading agencies including Sapient, BBH, Publicis, Adam & Eve DDB London, Karmarama, Rapp, Tag Worldwide, on various short and long-term projects ranging from rich media banners to micro sites and web sites. I have worked on a numerous leading brands such as Rolex, IBM, BT, Virgin, Sony, Lego, Universal, Barclaycard, Vodafone and British Gas.

### **HTML5 BANNER DEVELOPER - Eye-D Creative**

January 2017 – February 2017

Developing master suites of HTML5 banners for LEGO Batman Movie European campaigns. These banners were all hand coded and included standard and rich media expanding banners.

### **HTML5 BANNER DEVELOPER - Karmarama**

October 2016 – December 2016

Developing banners for Plusnet and Honda.

### **HTML5 BANNER DEVELOPER - GTB London (WPP)**

September 2016 – September 2016

Developing banners for Ford motors.

### **HTML5 BANNER DEVELOPER - Eye-D Creative**

June 2016 – August 2016

Developing master suites of HTML5 banners for LEGO Star Wars and LEGO Dimension European campaigns. These banners were all hand coded and included standard and rich media expanding banners with video and custom built carousel components.

### **SENIOR TECH LEAD – Wellcome London**

January 2015 – June 2015

I was tasked with helping set up a digital department for a primarily print based company. My responsibilities included: setting up workflow process, writing technical documentation, hiring and overseeing developers, meeting clients and scoping projects.

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## **SENIOR FLASH DEVELOPER – Gutenberg Networks**

December 2012 – December 2014

Overseeing the development of a high volume global banner campaign for Canadian Tourism Commission. Working closely with Google DoubleClick to create CMS driven dynamic banners for Barclaycard Bespoke Offers.

## **FLASH DEVELOPER – Sapient Nitro**

November 2012 (4 weeks)

Developing rich media and dynamic banners for Sky's Christmas campaign and creating video content for rich media banners using After Effects.

## **FLASH DEVELOPER – Studio Output**

October 2012 – October (2 weeks)

Developing rich media banners for Sony Entertainment Network showcasing new game releases. The banners were built as instant ads on the FlashTalking platform.

## **HTML5 FRONT END DEVELOPER – mKodo**

October 2012 – October 2012 (2 weeks)

Working within a small team to make CSS, HTML and JavaScript updates on a mobile web app built using primarily jQuery and Backbone.js.

## **FLASH DEVELOPER – MediaCom**

August 2012 – September 2012

Working within a creative team to develop rich media banners for EFD Films showcasing new releases. The banners were built for DoubleClick and MediaMind (Sizmek) incorporating video, live Tweets and geolocation functionality.

## **SENIOR FLASH DEVELOPER – Gutenberg Networks**

November 2010 – April 2012

Senior Flash developer for Gutenberg Network's digital team based in DDB London. Apart from Flash ActionScript development my role also included; overseeing junior developers, scoping projects to give realistic costs and timing for estimates and billing, writing technical briefs and documents to be distributed both internally and externally, providing technical support during conference calls and attending meetings with 3<sup>rd</sup> party suppliers and clients to provide technical support.

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## **FLASH DEVELOPER – ADDICTIVE PIXEL (SPACE 66)**

August 2010 – November 2010

Working for Addictive Pixel, a digital production house based within BBH creating banner animations and escalator panels for clients such as Barclays, Baileys and ITV on rich media platforms such as MediaMind (Sizmek) and FlashTalking.

## **FLASH DEVELOPER – PUBLICIS MODEM**

July 2010 – August 2010

I worked within a team of Flash Developers to build interactive animations and an interactive map for the Renault Megane Experience campaign which was integrated into Facebook.

## **FLASH DEVELOPER – OGILVYONE INTERACTIVE**

April 2007 – August 2009

During my time at Ogilvy I progressed from developing timeline based Flash banners in AS2 to developing Flash sites and AIR RIA's using OOP methods in AS2 and AS3 for a number of leading blue collar clients such as Amex, BT, Unilever, Kodak and Nestlé.

## **FREELANCE FLASH DEVELOPER**

February 2004 – April 2007

I worked primarily as a Flash developer in London in various design agencies such as Ogilvy, Publicis Dialog, EHS Brann and Schawk which gave me an invaluable insight into the workings of small and large design studios. During my time as a freelance designer/developer I undertook web design, 3D modelling, animation and CD ROM design projects from concept to completion. Clients that I have worked for include; BBC, BT, Nissan, Vodafone.

## **CUT-OUT ANIMATION COMPANY, Reading, Berks**

June 2000

Work placement at Cut-Out Animation Company - a small studio specialising in making educational programmes for children, which are broadcast on BBC and Channel 4. I worked with Peter Lang on a short animated song for 'Numbertime' which was broadcast on BBC2. This experience gave me an invaluable insight into animation principles and the real workings of a small animation studio.

## **ACHIEVEMENTS**

### **3DECEMBER STUDENT COMPETITION 2002**

Winner of the 3December student competition 2002, sponsored by Alias|Wavefront. I won 1<sup>st</sup> prize with the artwork I had created for the Reading College 2002 prospectus. My prize was a copy of the software, Maya 4 Complete.

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## EDUCATION

Reading College and School of Arts and Design	2000 - 2003 1999 - 2000	<b>BA (Hons)</b> Interactive Multimedia ( <b>1st</b> ) <b>BTEC ND</b> Graphic Design ( <b>Distinction</b> )
Worcester College of Technology	1994 - 1995	<b>City &amp; Guilds</b> in Bench Carpentry
Worcester College of Technology, Art and Design Centre	1991 - 1993	<b>BTEC ND</b> in General Art and Design (specialising in Fine Art)
Droitwich High School, Droitwich, Worcs	1988 - 1991	6 <b>GCSE's</b> Grades A – C

## ADDITIONAL INFORMATION

- Fast learner
- Enthusiastic and highly motivated
- Lateral thinker
- Good communicator
- Excellent time management and prioritising skills
- Precise eye for detail
- Creatively driven

**REFERENCES** - *References available on request.*