

HEATHCLIFFE BIRD

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PERSONAL STATEMENT

I'm a hard working, resourceful and experienced designer/ developer. I love deadlines and problem solving and learn fast. I'm looking for challenging full or part-time work in web, publishing, editorial, or education – ideally in a role where i can learn, work with a great team and make a difference.

EMPLOYMENT HISTORY

2005-present: Freelance contracting including

Taxonomic Gallery Development (current client project)

- Taxonomy-based multimedia gallery and search system integrating standardised avian taxonomy, free tagging and location data. Work undertaken so far includes:
 - Identification/installation of core systems (Drupal and frameworks)
 - Index creation (scripted generation of xml/mysql master indexes and relationships from multiple sources)
 - Custom scripts to pre-process and standardise species, taxonomic, group and distribution data and build the underlying xml and relational data tables needed for site indexing
 - Site-wide navigation and 'fuzzy' searching
 - Geo-tagging and interactive location-based searching
 - Workflow processes and tools (including user roles, security, live index swap-ins and bespoke data/admin tools)

Web design and consultancy

(Web design and support for various clients - list available on request)

- Project management
- Visual design, scripting and development
- SEO and analytics, PR and on/offline promotional campaigns
- Documentation and training

Back to Basics Magazine, pilot issue (personal project)

(PDF Instructional self-sufficiency magazine)

- Research and writing (features, set-by-steps and how-tos)
- Layout and design

Currently on hold due to increased work commitments

Birdwatch Magazine website (www.birdwatch.co.uk)

- Planning, and project management of the main site
- Installation and customising of open source CMS software
- Web design and copywriting
- Server & database administration

Art direction and design

- Ideal Home, 4x4, Guitar & Bass, Prediction, Hair, Stamp magazines
- Relaunch of HiFi News, show branding and promotional materials

Learnlab project

London Borough of Islington

Web-based file sharing and open licencing for shared learning materials, materials development and skills exchange

- Initial concepts, draft licences and legal research
- Web development/prototyping and design

WEB & I.T. SKILLS

Web & software

- Macromedia/Adobe Suite (Dreamweaver, Flash, Fireworks, Illustrator, Photoshop/Imageready)
- MS Access, Filemaker, MySQL
- HTML/CSS/Javascript
- Flash/Actionscript (limited)
- CMS and web systems including Drupal, Joomla/Mambo, and bespoke design and development
- Apache/Linux and htaccess/modrewrites

Projects undertaken

- Web design
- Flash & dynamic data (using php/xml)
- Live webcasting
- Database design and administration (on and offline)
- Designing and coding bespoke community and content management systems
- Templating & configuration of web systems (including cms, commerce and community systems)
- Web-based databases
- Web and networked courseware delivery

Support

- Networking
- Apple
- Windows

EDUCATION EXPERIENCE

- Classroom teaching (adults and teens)
- Workshop delivery and supervision
- Courseware design and authoring
- Youth and outreach projects
- Internal and corporate training
- Distributed/remote learning systems
- Reporting and report-systems design
- E-Learning systems and standards

2003-2005: Training and Training support

London Borough of Islington

- Courseware development (including design, I.T. & photography)
- Backend systems development (including reporting and student tracking)
- Maintenance of mobile learning facilities including
 - remote networking, PC maintenance and upkeep
 - Satellite-based internet access and secure networking
- Launch of *IsOnline* community learning network including setting up centres and developing promotional materials, videos, brochures and handouts
- Classroom teaching and course/session management

2002-2003: Freelance Contracting

Various contracts including:

- I.T. Training (including web & security)
- Web design and programming (php/mysql/apache)
- Magazine Production & graphic design
- Development of database-driven print-publishing systems

2000-2001: Production & I.T. Development Manager

(on contract to Saffron Hill Ventures and Concept Asian Media)

- Project management & editorial/production workflow
- PHP, MySQL and CMS development

1999-2001: I.T. Trainer and Courseware Developer

Computer Gym UK Ltd

- Course development and training (including internal training for trainers)
- Maintenance of mobile I.T./teaching systems and classrooms

1996-1999: Freelance Work

- Magazine production
- Planning and consultancy for magazine launches
- Onsite technical support & I.T. consultancy (Apple systems)

1995/1996: I.T. Manager

Traffic Interactive

- Webcasting and on-site installations (including live events)
- Staff management, I.T. contracting and tendering
- Project management and budgeting
- Technical support

1994/1995: Living and Working in Sydney, Australia

- Teaching: St Benedicts Community School (working with problem children)
- Courseware development for distance learning, Deakin University

Pre-1994: Various, including:

- Ad agency creative designer (advertisements and branding)
- I.T. Journalism (including news analysis and specialist writing on open standards, fault-tolerant systems and systems migration)

HOBBIES AND INTERESTS

I've recently re-discovered self-sufficiency and gardening. I now grow a fair amount of my veg and I make my own wine. As a self-confessed geek, I've loved science, design, nature and computing since i was a kid and still follow developments in them. I DJ regularly and have made and worked on a several independent films – something i'm itching to get back into when time permits. I build and design things for friends and for the sake of exploring. I love good socials and great conversation, movies, weather, music and history.

DESIGN SKILLS

Experience & skills

- Studio, project and production management
- Magazine design & production
- Brochures and POS design
- Image retouching and compositing
- Vector illustration
- Advertising materials and agency design
- Logo & type design
- Presentation graphics and visuals

Software

- Adobe CS (Indesign, Photoshop, Illustrator)
- Quark Xpress
- Freehand
- Adobe Acrobat
- Postscript (including re-coding for imagesetters)

TRAINING & QUALIFICATIONS

- RSGB Class B Radio Operators' Licence
- JEB Certificate in learning theory
- British Sign Language (to BSL Level 1)
- Apple Systems: Networking and Support
- Certificates in Basic First Aid and Health & Safety
- 4 A Levels (Maths, Chemistry, Physics, Biology)
- 7 O Levels (Including English and Maths)

PREVIOUS CLIENTS

(Illustrative selection follows – I can provide an exhaustive list or more details if needed)

- IPC Media (including Ideal Home, Hi-Fi News, Guitar and Bass magazine, Prediction, motoring titles)
- Solo Publishing (including Birdwatch magazine and promotional material for clients)
- EMAP (including the World Retail Congress)
- Brands (via agencies) including IBM, Pepsi, Smirnoff, Ericsson, BT
- Cobra Beer (logo, packaging, labels, POS and promotional materials)
- DfEE (including in-house magazines, posters and information packs)
- Islington Council (brochures, educational material and video)
- Freud Communications & Music PR

REFERENCES

The following are a selection of references from clients and employers. If you would like to communicate with any of them directly, I can supply contact details or letter-headed paper copies as needed.

I have worked with Heathcliffe Bird on a variety of print publishing projects for IPC Media over the past two years and have always been impressed by his professionalism, problem solving abilities and creative flair. I have employed him on at least three separate occasions (for the past six months inclusive) because he manages to combine reliability with speed, ideas, and a knack for hitting deadlines. He works well within teams but is not afraid to stand up and be counted when leadership is required and has a great, natural disposition that allows him to easily deal with other staff members, contributors and repro and colour houses. He also possesses an intuitive knack for producing editorial content and design ideas for markets that he has no prior knowledge of. I would have no hesitation in employing him again and I would recommend him to other employers as I believe he is a true media professional. I wish Heathcliffe all the best in his future career.

If you have any further queries please don't hesitate to contact me.

Steve Fairclough, Editor, HiFi News

I have known Heathcliffe in a professional capacity for three years now, during which time he has proved himself to be a true professional. He is highly-recommended as a designer of editorial pages, in organising the team's workflow and in solving production issues as they arise. Heathcliffe demonstrates a wonderful sense of creativity, a thorough understanding of all aspects of magazine creation and print production, and also works very efficiently while managing to keep a very cool and collected persona. Over and above his required duties as an Art Editor, Heathcliffe has also contributed editorially, showing an instinctive understanding of what our readers expect, and having contributed extensively to improving the look of the magazines, especially with technical features.

Heathcliffe also has the greatest respect for both editorial and print deadlines. He has a way with contributors that others seem to envy, and Heathcliffe being on board is a guarantee that the publication in question will meet its deadlines.

Heathcliffe is a great all-rounder and has been a much-liked member of the team. He will be missed.

Anna Xenakis, Production Editor, Land Rover World and 4x4 Magazines

Heathcliffe Bird is a rare combination of a great designer, sub-editor and production manager. He is thorough and practical in a crisis, capable of understanding the problems, breaking them down and organising a way around them. He consistently delivers work of a high standard ahead of deadlines and is a very creative individual with terrific ideas. Heathcliffe is also a valued contributor to the magazine and a joy to work with, and I have no reservations in recommending him as an employee or as a freelancer.

Marion Williamson, Editor Prediction Magazine

I am delighted to be able to provide a reference for Heathcliffe Bird, who has worked for this company on a regular freelance basis since 1999.

Heathcliffe was originally employed as a magazine designer, but since then his role has widened considerably and he has brought many skills and benefits to the company. Aside from working on the design and layout of every monthly issue of Birdwatch during the past seven years, he also undertook a complete redesign of the title for its successful relaunch in 2001. His keen eye for the artistic presentation of both editorial and advertising material has been put to use in many other ways, including the design of exhibition stands, media packs and many other items.

More recently, Heathcliffe has become this company's technical expert, resolving almost every issue which we have put his way. From troubleshooting PC crashes and software conflicts to establishing an FTP server and networking the office, his knowledge and expertise have proved invaluable. He is currently finishing the development of a website which we will be launching in August, and again his wide-ranging experience in this field has ensured smooth project management and goals being achieved on time.

Heathcliffe is a popular and likeable member of our team. He is a great all-rounder and a fast worker, and always willing to tackle new projects. His thorough understanding of print, design, production and IT, coupled with an ability to communicate ideas effectively and enthuse others, means that he is a major asset to potential employer - I have no hesitation in recommending him.

Please feel free to contact me if I can be of further assistance.

Yours faithfully

Dominic Mitchell, Director, Solo Publishing