



Paul Dance

Digital Designer / Front-end Dev /
App Developer

offthecuffdesign.co.uk

PROFILE

A creative, passionate Digital Designer / Front-End Developer - with over 10 years experience in a wide range of sectors including blue chip clients (M&S, HSBC & AutoTrader), several design agencies and a wide range of freelance clients.

I have also designed and developed 2 apps - both of which are currently live.

I'm really passionate about thinking up practical creative concepts and making them come to life..always looking to develop and get better at what i do

CONTACT

☎ 07504 803939

✉ paul.dance@me.com

🏠 5 Dee Banks, Chester,
CH35UU

KEY SKILLS

Digital / UX / UI Design



GRAPHIC DESIGN / BRANDING



CSS / HTML / JAVASCRIPT



iOS APP DESIGN / DEV



WORK EXPERIENCE

LIQUID AGENCY (2012-current mix of perm and contract)

LEAD DIGITAL DESIGNER / FRONT_END_DEV

I am the Lead Digital Designer / Front-end Developer in this busy Liverpool based studio. I'm responsible for all digital design output and the standards of all Front-End Dev. Clients include Asics, CSM Bakeires, Southport Flower Show, Levis and Nestle. I am involved in scoping projects and deal with clients on a regular basis.

NEXUS POINT (NOV 2015 - MARCH 2016)

HEAD OF FRONT-END-DEVELOPMENT

I left Liquid to take a role as Head of FE Dev at an Automotive Digital Agency. I enjoyed the experience and helped shape the future of their website plan. Ultimately I decided a role heavily weighted on Development wasn't for me and I really missed the creative aspects - so I left to return to Liquid. I left on good terms and have a great

CHILLI MUSIC (2011 - 2012)

DIGITAL DESIGNER / LEAD FRONT END DEVELOPER

I was taken on to refresh the brand and digital design of Chilli Musics variety of websites, social outlets. I also designed and built a HTML5 Android app which was active in the Google appstore until earlier this year (the company has now been bought out by Sony Music).

LIVERPOOL JOHN MOORES UNIVERSITY (2009 - 2011)

DIGITAL DESIGNER / LEAD FRONT END DEVELOPER

I worked as part of the NWPHO (North Wales Public Health Observatory) digital team - which basically acted as a digital agency for North West NHS digital projects. I was responsible for the design and front-end build of a variety of NHS Websites, Intranet sites and Apps including design of the LAPE and Aids sites.

AUTOTRADER (TRADER MEDIA) (2007- 2009)

CREATIVE DESIGNER / LEAD FRONT END DEVELOPER

I worked on the commercial team at Autotrader predominately designing pages / promotions / microsites / adverts for the Autotrader, Top Marques Van & Boat and Van trader websites and their spin offs. I was heavily involved in the brand refresh and page re-design - particularly with the search layout / design - which is still used today.

OFF THE CUFF DESIGN / PAULDANCER.CO.UK (1999 - current)

FREELANCE DESIGN ? DIGITAL DEVELOPMENT

I have carried out freelance design / web development work for a wide variety of small businesses, hotels, restaurants, car garages and bands across the UK and Australia. More recently I use the business as an excuse to learn some new technology - for example I'm currently building a 3d site whilst teaching myself Cinema 4d.

CONTRACT POSITIONS (ad-hoc 2002 - 2007)

WEB DESIGN / FRONT END DEVELOPMENT

I carried out a wide variety of contract positions both direct and via freelance agencies such as Orchard and The Book over a 6 year period. This included long contracts for M&S Money, HSBC work for the NHS (NICE), British Council and a wide variety of design agency work.

EDUCATION

BSC Multimedia Computing - Liverpool University - 2:1 (2003)

HND Business IT - Glamorgan University - Merit (1998)

8 GCSE's, 4 A Levels

INTERESTS

Music Obsessed - I play guitar in a variety of bands - (still think I've got a no 1 in me somewhere).

Obsessively collected vinyl for many years and try to catch as many gigs as possible.

Travel obsessed - until the arrival of our little boy I tried to get out to see as many far flung destinations as possible.

Also like photography, graphic design, socialising and a decent Rioja / Guinness.