



MALEKA TAYLOR

DIGITAL DESIGNER
FRONT-END DEVELOPER

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PROFILE

A versatile designer, I started out in creative advertising and publishing before catching the Internet bug and joining what was then, an emerging industry.

I now specialise in eCommerce UI design and all things responsive, with strong hand-coding skills and an eye for detail.

EDUCATION

Bachelor of Arts - Design Degree
Creative Advertising Major
Curtin University, Western Australia

SKILLS

Graphic design and concepting

Front-end development

Hand coded HTML5, CSS3
Use of JavaScript
Flash animation (timeline)

Integration

Front-end code to eCommerce,
database and CMS engines

Excellent knowledge

Search engine optimisation
Usability and accessibility
Responsive web design
Scripting across multiple platforms

Project management

Excellent organisation and
communicative skills



EMPLOYMENT HISTORY

London, UK

Digital Designer - 4am Design (Freelance)

January 09 - Present

Myakka - October 2015 - December 2015

- Redesign of the Myakka eCommerce website
- Responsive and UI design for screen, tablet and mobile

STA Travel - September 2015 - October 2015

- Web content design for the STA Travel website
- Front-end development using HTML, CSS and Knexus CMS

Investis - August 2015

- Web content and infographic design, fact sheets

CLIENTS: Adveq, Symrise Vanilla, Osram, Rentokil

GAIN Capital & Forex.com - June 2011 - July 2015

- Gain Capital brand refresh and brand guidelines
- Redesign of the Forex.com and Gain Capital websites
- Front-end development using HTML, CSS, Flash, use of Javascript
- Integration of front-end code to PHP engine and custom CMS
- Online advertising: email campaigns, banners, landing pages
- Marketing collateral: business cards, leaflets, reports, Powerpoint templates
- Internationalisation for Arabic, Russian and German markets

Myakka - July 2011 - September 2012

- Design of the Myakka eCommerce website
- Online advertising: newsletters, email campaigns, banners

LMAX & Tradefair - August 2009 - June 2011

- Design of the LMAX website and associated language sites
- Front-end development using HTML, CSS, use of Javascript
- Integration of front-end code to Drupal CMS
- Online advertising: newsletters, email campaigns, banners, landing pages

Spinnaker Direct - April 2009 - August 2009

- Web design and development using HTML, CSS, Flash, use of Javascript
- Online advertising: newsletters, email campaigns, banners

CLIENTS: Samsung, Merlin Entertainment, Sony Pictures, MADGE, Choice Hotels

Digital Designer @ My Agency

May 07 - January 08

- Design promotional and eCommerce websites
- Front-end development using HTML, CSS, Flash, use of Javascript
- Integration of front-end code to PHP and CFM engines
- Online advertising: newsletters, email campaigns, banners

CLIENTS: O2 Broadband, Be Broadband, Handpicked Collection, eFax, AMD, Grants Whisky, Koru Energy

EMPLOYMENT HISTORY

London, UK

Digital Designer @ Molton Brown

Contract, January 07 - April 07

- Re-design of the Molton Brown UK and US websites
- Front-end development using HTML, CSS
- Integration of front-end code to JSP engine
- Online advertising: email campaigns

Digital Designer @ Figleaves

February 06 - January 07

- Content design for the Figleaves UK and US websites
- Front-end development using HTML, CSS, Flash and custom CMS
- Online advertising: newsletters, email campaigns, banners, micro-sites

EMPLOYMENT HISTORY Melbourne, Australia

Digital Designer @ ArcNet

September 99 - September 05

- Manage workflow from the development team
- Conduct client meetings and prepare pitches
- Web interface and content design for promotional, database and eCommerce web sites
- Front-end development using HTML, CSS, Flash, use of Javascript
- Integration of front-end code to CFM engines
- Corporate identities
- Advertising: newsletters, email campaigns, banners, print advertising
- Marketing collateral: business cards, leaflets, eCards
- Content creation: Photography and copywriting

CLIENTS: Hard Rock Café Melbourne & Sydney, Samsung Melbourne, Kmart, Target, The Windsor Hotel, Kawai Australia, Siren Entertainment, Message Scrolls Neurosciences Victoria, Neurosciences Australia, National Neurosciences Facility, Zagames, Middy's Data & Electrical, Retro Café, Wakelin Property Advisory, Guest 4wd, Fine Fruit, STM, Corex Plastics

Digital Designer - Freelance

September 99 - September 05

- Conduct client meetings and prepare pitches
- Web interface and content design for promotional and eCommerce web sites
- Front-end development using HTML, CSS, Flash, use of Javascript
- Integration of front-end code to PHP engine
- Corporate identities
- Advertising: newsletters, print advertising
- Marketing collateral: business cards, leaflets, labels, tickets, CD covers

CLIENTS: Mt Mackenzie Log Chalet, Alderwood B&B, Blob Records, Club Retro, Queensberry Hotel, Room For Threads, Lil' Fi, Dolphin Integration, Dolphin IT, Rascal Remedies, On the Spot Lighting

Designer @ Claudia Magazine

December 97 - July 98

- Design page layouts and advertisements
- Marketing collateral: media kits, pamphlets
- Co-ordinate flow of material from editorial and photographic departments
- Liaise with print and pre-press companies

Art Director @ The Concept Centre

Contract, February 97 - July 97

- Concepts for television, press and radio advertisements
- Scripts and copy writing
- Concept development through to pre-press, the recording studio, film and photographic shoots

CLIENTS: Kidsafe, Thrifty Link, The Building Control Commission, Home Hardware, The Age

Art Director - Freelance

August 96 - December 96

- Concepts for television, press and radio advertisements

CLIENTS: Saatchi & Saatchi (Sleepmaker Miracoil, Bonnie Babes Foundation, Nillumbik Shire Council), Y&R Mattingly (Donkey Kong Country 3, Dr Pepper), Magnum Opus (SAAB)

INTERESTS



REFERENCES

On request