

## Charbel Akhras

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date of birth 05/06/1984

languages English : Greek : Arabic

**profile** I am a highly motivated quick learning individual who pays meticulous attention to detail. Whilst approaching projects with excitement and enthusiasm, I ensure they are completed promptly and to the highest standard. I enjoy working as part of a team and am always up for hard work and a challenge. I have worked on a variety of projects from websites & interactive digital installations, to traditional hand drawn animations and interactive videos. I have the ability to quickly generate ideas and solutions in team brainstorming sessions and have had invaluable agency experience working amongst a team of talented developers, designers and project managers.

**education** MA (PGDip) Interactive Media, London College of Communication, 2007, (Pass)  
BSc (Hons) Media Technology, Kingston University London, 2006, (First Class)  
3 A-Levels, Champion School of Athens, 2002 : 11 GCSEs, 2000.

**software skills** Windows : Mac OSX : Microsoft Visio : OmniGraffle Professional : Axure RP Pro : Flash (AS2/AS3) : Dreamweaver (HTML/CSS/PHP) : Photoshop : Illustrator : Wordpress : After Effects: Lightroom : Microsoft Office

**other skills** User Experience Design : Interaction Design : Usability & User Testing : Rich Media Creation : Ad Serving Platforms : Digital Installations & Sensor-based Technologies : Tangible User Interfaces : Blogging: Storyboarding : Animation : Photography

**freelance experience** (Treehouse Bansko : 30/12/10) Design, IA, and build. [www.treehousebansko.com](http://www.treehousebansko.com)  
(Brennan Bros : 11/01/10) Branding, website and business cards. Design, IA, and build. [www.brennanbros.co.uk](http://www.brennanbros.co.uk)  
(Raghida Akhras : 25/12/09) HTML photo gallery. [www.raghidakhras.com](http://www.raghidakhras.com)  
(Martin Amott : 14/10/09) Website, business cards and branding, for Brighton-based Hypnotherapist and Life Coach. Concept, IA, build, and testing. [www.martinamott.com](http://www.martinamott.com)  
(Birchs Group : 12/06/09) Website for UK based property developer. Concept, site build, user experience, and testing. Concept, IA, build, and testing. [www.birchsgroup.co.uk](http://www.birchsgroup.co.uk)  
(Fylde Windows : 07/07/09) Website and branding. Concept, IA, build, and testing. [www.fyldewindows.com](http://www.fyldewindows.com)  
(Geraghty Taylor Architects : 06/04/08) Architectural practice based in Croydon, Surrey. Illustrations, animations, concept, IA, build, and testing. [www.gtarchitects.co.uk](http://www.gtarchitects.co.uk)  
(Nadine Ratzel: 05/11/07) Digital portfolio for freelance graphic designer. [www.nadinedesign.com](http://www.nadinedesign.com)

**work experience** (Grand Union : 10/05/10 - present) I joined Grand Union as a User Experience Architect, from a background heavily influenced by digital design. Out of my comfort zone, I hit the ground running and was immediately thrown into a complete site redesign project for [Carphone Warehouse](#). Since then I have gone on to work on a variety of other clients the likes of [Waitrose](#), [Boots](#), [Freeview](#), [Digital UK](#), and many more. I have also worked on a large number of pitches since joining Grand Union, most notably for [John Lewis](#), [Bentley](#), and [Barclays](#). Working here has undoubtedly further improved my communication and organisational skills, as well as working in teams alongside planners, account managers, designers, and developers.

(Tag Worldwide : 07/01/08 - 02/05/10) My role as Interactive Designer involved creating, and delivering rich online adverts and microsites for a diverse list of clients such as [Sony](#), [Canon](#), [Tesco](#), [Channel 4](#), [Eurostar](#), [H&M](#), and many more. Publishing online ads on serving platforms such as Flashtalking, Doubleclick Studio, and Eyeblaster. Liaising with clients on an every-day basis where I put together costs and timings for projects, whilst ensuring the work delivered was to their exact specifications and requirements. Working in an agency has taught me to be resourceful, juggle multiple briefs, deliver work with accuracy and to the highest standard, meeting client briefs and guidelines from the initial storyboard to final sign off.

(Ogilvy One Interactive : 12/11/07 - 21/12/07) Freelance designer on a short term contract to assist on a large web localisation project where I created and optimised online content for the [www.florahearts.co.uk](http://www.florahearts.co.uk) website.

(PCI Fitch : 16/05/05 - 15/07/05) Junior Web Designer in a leading live events agency it was my responsibility to update and manage existing websites for clients such as [Microsoft](#) and [BP](#). I worked on various projects alongside a team of web and graphic designers, illustrators, and 2D/3D animators.

**interests** I have a passion for photography, and generally design in any medium. I try to lead a pro-active lifestyle where I play tennis, squash, and football. Music, film, and socialising are also very important to me, and of course cooking and enjoying good food and drink.