

DIEGO DENICOLA

Graphic Design/New Media/Photography

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Profile

I am a Graphic Designer based in Melbourne, specializing in User Interface Design, New Media and Design. I have been working within the creative industry for the last 15 years.

I build clean, appealing, and functional interfaces which comply with the latest web standards. But that's just a part of it. Design is my life. It's my five-star spa. It's my roller coaster. It's something I do before going to bed, and something I can't wait to do in the mornings. Without it, my world would be black and white.

I design with Photoshop, Illustrator. I code sites with HTML and CSS3, using a little of JQuery, Actionscript, PHP, and a lot of Usability, Accessibility, and Web Standards. Recently I have added wordpress development to my ever-expanding knowledge base. Many of the sites I have built recently use Wordpress 3 as a CMS.

Knowledge

Since I began as a Multimedia Designer I have gained enough skills to conceptualise and approach any job with the skill required to be a designer. I have learnt and am experienced in online development and like to keep myself up to date with the latest web trends. Currently I have a strong love affair with CSS3 and HTML5.

I have a MacBookPro that I use as my workstation both in-house and in my studio at home.

Photography

When I am not building websites and spending time with my partner, I allow my other passion to consume me, photography. I own a small collection of old 35mm and medium format cameras which I use all the time. I still develop and print film in my own little darkroom at home. I use digital as well and know the full spectrum of post processing in the digital world!

I share my time with my wife and two cats.

	Intermediate	Advanced	Expert
CSS2			●
CSS3		●	
HTML			●
PHP	●		
Jquery		●	
Actionscript	●		
Wordpress Dev		●	
Photoshop			●
CS5 Master Collection			●
OS X Leopard Apps			●
Windows and Apps			●
OS X			●

Work History

{2011 - 08}

2009 - 11: Web Dev/Design (Part Time)

Client: Museum Victoria

Duties Included: Interface Design for Feedback Kiosks inside the Museum, Web Design and Build of websites including Biodiversity, OZCAM, using Wordpress, various logos for OZCAM, Biodiversity, Fishes of Australia

2010: Web Dev/Design (Freelance)

Client: Diadem

Duties Included: Web Design and Web Dev of the Diadem website using wordpress as a CMS.

2010: Design/Photography/Motion (Freelance)

Client: Duro Cubrilo/Myer Basement

Duties Included: Time-lapse photography, post production including editing of timelapse feature, profile photography.

2009: Photography/Post (Freelance)

Client: Diadem and ANZ

Duties Included: Time-lapse photography, post production including editing of time-lapse feature, profile photography.

2009: Web Design/Dev (Contract)

Client: Mustard/Cotton On

Duties Included: Design and build of Cotton On website, various pitch presentations.

2008: Web Dev/Flash Dev (Freelance)

Client: Wattle Accesories/The Atmosphere

Duties Included: Build of both flash website and Shopping cart, build using filemaker.

2008: Graphic Design and Web Design (Contract)

Client: Kit Digital/Sputnik Agency

Duties Included: Designing the new Kit Digital stationary kit and website

2008: Web Design and Photography (Freelance)

Client: Perfomance Partners Consulting

Duties Included: Design and build of Performance Partners online presence using flash and html. Portrait photographs were also produced for the website.

Work History

{2008 - 05}

2007: Conceptual Design (Freelance)

Client: Visual Jazz

Duties Included: Design and build of flash sites and banner work.

2007: Conceptual Design for Mirvac Intranet (Freelance)

Client: SquareCircleTriangle

Duties Included: Design of Mirvac intranet.

2005 - 08 Senior Creative Lead/Motion Graphics (Full Time)

Client: Lifelounge

Duties Included: Web design, flash design and motion design. I also edited and put together several presentations for their UMR data service. Designed V2 of Lifelounge website.

2005: Conceptual Design (Freelance)

Client: Huge Object/IMAX Australia

Duties Included: Design of IMAX Melbourne website.

2005: Web Design (Freelance)

Client: Colmar Brunton, Brisbane

Duties Included: Design of website for corporate firm Colmar Brunton.

2005: Design/Branding (Freelance)

Client: IE Media

Duties Included: Design and implementation of RUN Property logo and stickers used on RUN shops.

2005: Web Design (Freelance)

Client: Spin Media

Duties Included: Mock up and eventual site for 2005 Singapore Fashion Festival.

Work History

{2004 - 03}

2004: Flash Design/Dev (Freelance)

Client: Iota Laundry

Duties Included: Design and build of Iota Laundry website in flash.

2004: Art Director/Design/Flash Dev (Freelance)

Client: Communicator Interactive

Duties Included: Design and build of Doritos website. The site was built using flash.

2003: Flash Design (Contract)

Client: Wunderman

Duties Included: General web work including online banners.

2003: Web and Flash Design (Contract)

Client: LoweHunt

Duties Included: Design and build of Wonka Australia website plus a series of interactive wallpapers built in flash.

2003: Flash Development/Design (Contract)

Client: Singleton&Ogivy

Duties Included: General web work including online banners.

2003: Flash Development (Freelance)

Client: Milk.Digital

Duties Included: Build of training screens for Vodafone Australia.

2002-03 Flash Development/Design (Contract)

Client: Spinifex

Duties Included: Build of training screens for Vodafone Australia.

Work History

{2002 - 97}

2002: Web Design/Flash Development (Contract)

Client: One Digital

Duties Included: General web work including online banners.

2002: Web Design/Flash Development (Freelance)

Client: Boxfresh Retail

Duties Included: Design and build of Australian Boxfresh site.

Boxfresh is a UK street wear label.

2002: Web site Production/Flash Development (Freelance)

Client: r3fm

Duties Included: Design and build of R3fm website. R3fm was the local distributor of labels like Boxfresh.

2001: Web Design (Contract)

Client: euroRSCG

Duties Included: General web work including online banners.

2001: Post Production - Pumskin Films (Freelance)

Client: MCA Neo Tokyo

Duties Included: Motion design and editing of MCA exhibition NEO TOKYO

2000: Flash Designer (Contract)

Client: Haywood Branding

Duties Included: Flash build of CASHCARD presentation.

2000: Web Designer (Contract)

Client: ION Global (ex XT3)

Duties Included: General web work including online banners.

1999 - 2000: Multimedia Designer /Web Producer (Full Time)

Client: Dark Horizon Pty Ltd

Duties Included: Web design and development, flash design and web content producer.

The company was a victim of the 2000 dotcom crash.

1998 - 99: Graphic /Software Designer (Full Time)

Australian Windows Publishing

Duties Included: Design of website templates for software ezimerchant.

1997 - 98: Web Design (Full Time)

North Sydney SIA/ TAFE Student Association

Duties Included: Design and build of SIA site (my first official website) and customer support for TAFE ISP.

Additional Information

Email: me@diegodenicola.com

Web: www.diegodenicola.com

Location: Melbourne, Victoria

D.O.B: 1st November 1974

Apart from design I enjoy photography as a hobby. My photography work has been featured in two exhibitions in 2008 both in Sydney and Melbourne.

Sydney Now 2008

Finalist in photography competition held by the Museum of Sydney in conjunction with The Sydney Morning. The work selected was a portrait of Kings Cross Icon, Vittorio Bianchi, owner Piccolo Bar Kings Cross.

August 2008 Unsensored

An Exhibition featuring 30 of Melbourne's newest and promising analogue photographers. The Exhibition ran for 2 weeks in Collingwood, Melbourne.

References

Available upon request.

