

# **BRADLEY DALEY**

## **PERSONAL DETAILS**

**Name** Bradley John Daley  
**Mobile** 07748381290  
**E-Mail** bradley.daley@gmail.com

## **SKILLS**

I enjoy learning and improving my skills, listed below are some of the applications I have experience in:

- advanced skills in ActionScript 1.0, ActionScript 2.0 & ActionScript 3.0
- Adobe Flash 5, Flash MX 2004, Flash 8 Professional, Flash CS3 and CS4 – skilled in animation and interface design
- Adobe Photoshop 4, 5, 6, 7, CS1, CS2, CS3 and CS4 – for interface design, image manipulation, painting and sketching.
- Adobe Illustrator 9, 10, CS1, CS2, CS3, CS4 – for general design, interface design, and vector image production.
- confident in using CSS-2.0, XML, XSLT, XHTML, JavaScript and PHP
- comfortable in Mac OS-X, Windows 95, 98, 2000, and XP environments, have used all to develop websites and flash applications.

## **EDUCATIONAL BACKGROUND**

### **2006 - 2007**

#### ***Bachelor of Design***

Griffith University, Brisbane, Australia (Partial completion)

**Grade Point Average: 5.8** (Scale 1 - 7, with 7 the highest)

**Majors:** Communication Design and Graphic Design

### **2002 - 2005**

#### ***Dual Degree - Bachelor of Information Technology / Bachelor of Multimedia***

Griffith University, Brisbane, Australia (Completed November 2005)

**Grade Point Average: 5.7** (Scale 1 - 7, with 7 the highest)

**Majors:** Software Engineering (B. IT) and Design (B. MM)

#### **Key Subjects:**

- Multimedia Project (See RITES Project)
- Multimedia III (Industry Placement)
- Software Engineering I & II, Software Architecture
- Programming I, II, & III

### **2000 - 2001**

#### ***Higher School Certificate***

Kingscliff State High School (NSW, Australia)

**Overall Result: 91.7** (Scale 0 - 100, 100 being the highest)



# **EXPERIENCE**

## **2008 - ADS (NOV. 2007 - NOV. 2008)**

### *Full-time Work*

Working for the Advisory and Development Services department of Education Queensland. In my role I performed tasks such as:

- high-level Flash development in both stand-alone applications and integrated web applets
- project planning, co-ordination and task assignment
- client correspondence
- creation and maintenance of development standards and framework
- planning, creation and testing of interactive Learning Objects
- HTML and JavaScript development
- website management and maintenance
- graphical interface design.

## **2008 - QUEENSLAND TRANSPORT (NOV. 2008)**

### *Flash Contract*

Working for Queensland Transport (a branch of the Queensland Government) to develop the first interactive training module of the Multicultural Awareness Training program. The application had to be developed to strict technical and suitability guidelines and was distributed state wide to all departmental employees.

## **2008 - SEVEN8 MEDIA (NOV. 2008)**

### *Flash Contract*

Contracted to develop a Flash website for a new movie. Work was done in collaboration with a Graphic designer. The website is currently being used to promote the upcoming film Sleeper (<http://www.sleeper-film.com>).

## **2008 - VMP (OCT. 2008)**

### *Freelance Flash Development*

Was responsible for the development of an interactive game for Redlands City Council. The application was used as part of a campaign run in local schools to provide education about recycling.

## **2008 - METTRO (MAY 2008 - JUL. 2008)**

### *Freelance Flash Development*

Outsourced to build various Flash components and websites for MeTTro. Work generally had a short turn-around and strict time allocations.

## **2007 - THE LEARNING PLACE (FEB. 2006 - NOV. 2007)**

### *Full-time Work*

Working as a web developer producing educational websites and applications. My duties included:

- high-level Flash development in both stand-alone applications and integrated web applets
- planning, creation and testing of interactive Learning Objects

- HTML and JavaScript development
- website management and maintenance
- graphical interface design.

## **2007 - FLASH TUTORING (OCT. 2007 - DEC. 2007)**

### ***Flash tutoring***

Providing one-on-one Flash tutoring for University students. Skills used for tutoring include:

- ability to communicate clearly and in a jargon-free manner
- demonstrate the technical skills and confidence to instruct others
- planning and preparation to cover necessary areas in limited time.

## **2007 - VMP (JUN. 2007 - OCT. 2007)**

### ***Freelance Flash Development***

Involved in producing whole-of-government Flash presentations to be distributed on CD-ROM to all Queensland Government Agencies.

## **2006 - ORANGE TREE HOLDINGS (NOV. 2005 - JAN. 2006)**

### ***Casual Work***

Working as a web developer for Orange Tree, my responsibilities included:

- modifying, updating and completing existing projects
- developing solutions and completing tasks within schedule.

## **2005 - ICEMEDIA (AUG. 2005 - SEPT. 2005)**

### ***Internship***

I was placed in an internship at Icedmedia as part of the Multimedia III (*Industry Placement*). I was working in the creative team as a web developer / designer. During my internship I undertook the following activities:

- designed, developed and published a web site for the Save the Bilby Fund. I was also involved client contact and content gathering
- developed and published a web site for the South East Queensland Gyroplane Club
- developed a Flash photo slide-show component
- produced slides for a video loop shown at the 2005 Queensland State Library fund raising event.

## **2005 - ORANGE TREE HOLDINGS (JUL. 2005)**

### ***Work Experience***

During my involvement in the Griffith University Industry Mentoring program, I had the opportunity to partake in work experience at Orange Tree Holdings. While at Orange Tree I was involved in:

- developing video tutorials using Macromedia Captivate
- content gathering for web sites
- coding HTML and CSS for various web projects.

## **2005 - RITES PROJECT (MAR. 2005 - NOV. 2005)**

### ***Major University Project***

My roles on this project were:

**Project Manager** - elected by peers to manage and lead the team through the development of the RITES project. My responsibilities as Project Manager included:

- liaising with the Client, arranging client meetings, providing regular contact and status reports
- ensuring deliverables are provided to client on time - scheduling
- arranging testing and evaluation sessions with target audience
- developing project goals and managing the scope of deliverables
- handling team conflict and other issues
- arranging team meetings, distributing work amongst team members, assigning roles and responsibilities.

**Configuration Manager** - Assigned position of Configuration Manager, responsibilities include:

- developing standards and conventions for document control, version control and back-up
- developing change control methods, managing the scope of the project through change control
- ensuring team members are aware and follow configuration standards.

**Programmer** - Lead programmer for Action Script and Flash, responsibilities included: System architecting and design, developing coding standards, ensuring code quality and accuracy is kept between different team members.

**Graphic Designer** - responsibilities included: designing user interfaces, developing visual styles for applications, and overseeing overall design of applications.

The RITES Project was undertaken as part of the *Multimedia Project* course at Griffith University. The team developing the project consisted of 5 team members. The premise behind this project was to produce an online teaching aid that will generate educational games from content input through a web site.

The system was implemented online with a PHP/MySQL interface for creating and modifying content. To produce the educational games, the system exported content from the database into an XML format, that was read by applications developed in Adobe Flash.

## **2005 - MISCK (JAN. 2004 - JAN. 2005)**

### ***Freelance Flash Developer***

Worked on several projects, responsibilities included:

- consulting with client representatives to elicit requirements
- designing graphics that follow company styles
- working to a schedule and budget
- developing a suitable interfaces and structures for applications
- producing applications that were easily integrate-able into an existing systems.

## **2004 - THOUGHTWARE AUSTRALIA (NOV. 2004)**

### ***Freelance Flash Developer***

My responsibilities on the project included:

- consulting client
- working to a schedule and budget.

## **ACHIEVEMENTS**

### **2008**

Attended the NNGroup Usability Week conference in Melbourne Australia.

### **2007**

Volunteer in student orientation at Queensland Collage of Arts

### **2006**

Participated as a Student Ambassador in Griffith University's "Myth Busters" event.

### **2006**

Volunteer at Griffith International as a GI MATE (Making Arrival and Transition Easy for New International Students).

### **2005**

Accepted as a Student Ambassador for Griffith University.

### **2005**

Participated in the Griffith Industry Mentoring Program.

### **2005**

Volunteer at Griffith International as a GI MATE.

### **2003**

Inducted as member into the Golden Key International Honours Society.

## **PERSONAL REFEREES**

### ***Roger Wee***

Manager for Misck

**Email:** roger.wee@gmail.com

**Mobile:** +61408799750 (Australia +10 GMT)

### ***Lara Curtis***

Consultant and Development Officer, Queensland Transport

**Email:** laara.z.curtis@transport.qld.gov.au

**Mobile:** +61738342413 (Australia +10 GMT)