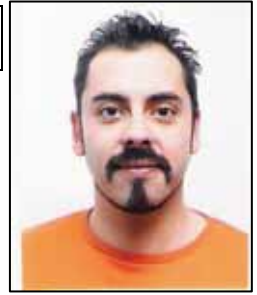# ANTONIO M. FRADE RESUME

PERSONAL INFO

Name: Antonio Miguel Frade Choya
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ACADEMIC DATA

Degree (1997) in **Técnico Especialista en Informática de Gestión** at **IES Rodolfo Ucha**. **Adobe Certified Associate In Visual Communication using Adobe Photoshop CS4** (2010 - cod. licencia: MKRx-kPVb) at Centro de Nuevas Tecnologías de Galicia.

Currently enrolled in **Grado de Multimedia** at **Universitat Oberta de Catalunya**.

In addition, over the last years, I have studied the following academic activities/courses::

- **Responsive Web Design: Key Concepts** with Russ Weakley (LEARNABLE) – 2013.
- **Backbone.js: A practical guide** with Andy Appleton (LEARNABLE) – 2013.
- **PHP & MySQL: Web development for beginners** with Kevin Yank (LEARNABLE) – 2013.
- Grade of **Comunity Management**. Instituto de Marketing Online 2012.
- Grade of **Posicionamiento en Buscadores (SEO-SEM)**. Instituto de Marketing Online 2012.
- Grade of **Comunity Manager Profesional**. Permir 2011.
- Grade of **Marketing Mobile**. Academia Pomba 2010.
- **Digital Retouch with Photoshop CS4**. CNTG 2010.
- **Developing content for Mobile Systems**. CNTG 2010.

LANGUAGES

Spanish and **Galician** native tongues.

High level of spoken, written and read **English** (EOI degree B2).

WEB DESIGN PROFILE

More than 13 years of experience in **interface / interaction / user-centered design**. Wide knowledge of **grid design and typography** applied to web.

- o Practice in **definition** and **taking** of **graphic requeriments** with the customer.
- o Knowledge in **website usability** and **accesibility** following the W3C Guidelines.
- o Able to create and manage full graphic campaigns, from visual identity to the website.
- o Skill in the **develop** and **management of offline advertising material to online** and vice versa.
- o Experience in design of **microsites**, **corporate/product websites** and **web apps**.
- o Knowledge in **typography applied to webdesign** (web fonts, vertical rhythm, etc).
- o Ability in **grid design** and how-to apply it through css.
- o Competente in **crossdevice & responsive design**, (desktop, smartphones, tablets, interactive stations/stands, etc).
- o Experience in **e-mailing** design.

FRONTEND DEVELOPMENT PROFILE

More than 13 years of experience in en **web layout and coding**, **CSS coding** and **javacript/jQuery**:

- o Experience in web **Usability** and **Accesibility** following the **W3C Guidelines**.
- o **Crossbrowser coding** (with HTML5/XHTML + CSS 2-3) supporting the main browsers (Firefox 19+, Chrome 20+, Opera 10+ y IE 8+) and several other outdated (mainly IE 6-7 y FF2).
- o Ability to create **crossdevice** & **responsive coding.**
- o Use of **clean and semantic coding** following the **web standards**.
- o Knowledge of **SEO-oriented coding**.
- o Experience in **web coding** versus PHP, JAVA, Ruby on Rails & Wordpress backends.
- o **Rich e-mail** design and coding skills.
- o Experience in **SCRUM** enviorements.
- o **Javascript scripting knowledge**, using mainly **jQuery**, but also pure javascript.

Expertise in the field main tools and software:

- o **Adobe Photoshop** (ver. 5.5 a CS5).
- o **Adobe Fireworks** (ver. 6 a CS5).
- o **The GIMP** (ver 2.0-2.2).
- o **Adobe Illustrator** (ver. 8 a CS5).
- o **Adobe Dreamweaver** (ver. 7 a CS5).
- o **Adobe Flash y Actionscript 2.0** (ver. 8 a CS2).
- o **Firebug and other frontend development tools**

Freelance Web Creative

Several companies
2003-Currently

Providing to several companies (Fundación Lovexair, The Other Stone, Netex, Wireless Galicia, Denodo Technologies, Alfa-1, Cámara de Comercio, Industria y Navegación de Ferrol, Escola Galega de Coaching, etc) with **consult, design and web develop services**:

- **Design and develop** of corporate **websites** (Tec.: Photoshop y Fireworks).
- Web coding with **HTML5/(X)HTML, CSS & Javascript (jQuery)** (Tec.: Dreamweaver).
- Design and coordination of **online** & **offline advertising campaigns**.
- Consult on **accesibility** and **usability**.
- **SEO Website optimización** (Tec.: Dreamweaver).

Frontend GUI / UX Designer

Softtek
2011-2012

Integrated in an app design team assigned to internacional accounts (having as main client **GE Capital UK - Fleet Services**). In this position I develop the following tasks:

- Design and develop of **web style handbooks**.
- Design of **Graphic User Interfaces** (Tec.: Photoshop, Fireworks).
- Person-in-charge of the **design workflow**. In charge of the **communication and negotiation** with Bussines teams in graphic and interface requeriments issues.
- **Study** and **usability & accesibility audit** in previous designs.
- Low-fi and Hi-fi **prototype creation** (Tec.: Photoshop & Dreamweaver).
- **Web coding** with **(X)HTML, CSS & Javascript (jQuery)** in a JAVA / GWT enviroment (Tec.: Dreamweaver).
- Design and develop of the grahic part in company (Softtek) comercial proposals, including designs for mobile-related projects (Tec.: Photoshop & Power Point).

Freelance Art Director

Several companies
2003-Currently

Developing for serveral companies (Enfitas, Denodo Technologies, Cámara de Comercio, Industria y Navegación de Ferrol, Escola Galega de Coaching, Jandei, etc), **branding**, **advertising graphics** & **promotional packaging projects** such as:

- Design and develop of **visual corporate identities** (Tec.: Photoshop, Illustrator, Corel Draw & Freehand).
- Develop of **advertising material** like magazine adverts, editorial design, catalogs, posters, etc (Tec.: Photoshop, Illustrator, Corel Draw y Freehand).
- Develops of advertising material for video and DVD (Tec.: After Effects & Premiere).
- Design and develop of **microsites** and **rich email campaigns** (Tec.: Photoshop, Fireworks, Dreamweaver & Flash).

Design Trainer

Teacher of the **Design Theory and Digital Photoretouch** modules (300h) in **Web Design Xunta of Galicia's FIP degree**. (Tec.: Design Theory & Photoshop).

Multimedia Designer

Working in the **Centro de Innovación y Servicios de Galicia** and developing projects such as:.

- **Website design and coding** (XHTML+CSS+JS).
- Design and develop of **interactive CD-Roms** & **DVDs** (Tec.: Photoshop, Fireworks , Director, Premiere & Flash).
- **Infografic Simulations** (Tec.: 3D Studio Max, Lightwave, VUE, Poser 3D & VRay).
- **Branding** and **visual corporate identities** (Tec.: Freehand/Illustrator).
- **Virtual Product Showroom** with Flash+3D or immersive simulations (Tec.: Flash, 3D Studio Max & After Effects).

WEBSITES

www.antoniofrade.com ← Personal portfolio. You can check it for a full list of developed projects, including web design, graphic design and photography projects.

Several web projects:

www.yoelprimero.com

www.lovexair.com/chequeopulmonar/

www.denodo.com

www.reversoweb.com

www.micropolix.com

www.oapostolo.es

www.clínicamaiz.com