



# Tim Rickaby

## Designer & Web Developer

timrickaby.com • hello@timrickaby.com • 07786 432440

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### Skills:

- Graphic design, branding, advertising, retail production, creative concepts, marketing, packaging and campaign creation.
- Digital design, user interface design and style guidelines.
- Development of WordPress plugins and responsive themes.
- Studio photography, art direction and retouching.

### Tools:

- Adobe Creative Suite, Sketch and Visual Studio Code.
- Object Oriented PHP, JavaScript, jQuery, VB, HTML and CSS.
- Git, Ubuntu, Nginx, Domain Management and Google Analytics.

### Recent clients:

Adidas, Reebok, JD Sports, Foot Locker, Allianz, RSA, Virgin, First Group, Kelloggs and ImageSound alongside independent businesses, bands and charities.

## Commercial Experience

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2014 – Present

### Designer Intermarketing Agency

**Creative concepts and design for Adidas and key retail accounts.**

- Design and production for Adidas Originals, Performance and Core accounts. Work is realised globally as retail windows, instore builds, experiential events and digital campaigns in flagship destinations and high street stores.
- Styling and art directing lifestyle and product photography for JD Sports and Foot Locker to create relevant and engaging social media content.
- Storyboarding and directing VR and AR experiences to support product launches.
- Leading a graduate programme offering creative workshops, industry advice and final year curriculum briefs to university students.
- The evolution of guideline templates to present work to global markets, ensuring design and production ideas are communicated accurately and recreated on budget.

2012 – Present

### Designer & Web Developer Freelance (timrickaby.com & github.com/timrickaby)

**Graphic and digital design, creative direction and web development.**

### *Recent projects:*

- Brand identity for a high-end amplifier company. Live product audio data was combined with custom visualiser scripts to create unique moving image sets which are be used across print and online branding and advertising.
- Development of an object oriented plugin enabling customers to create websites and layouts using a drag and drop interface. Third party developers can extend the software to fit the bespoke requirements of their own clients.
- Album artwork, animated videos, web hosting and maintenance.

2008 – 2012

**Designer & Web Developer  
Musicians Centre Ltd**

- Established a brand tone-of-voice and visual style guideline which allowed the company to advertise events and products using a cohesive language.
- Production of marketing materials including posters, brochures and videos.
- Led the design and development of the company's online store, integrating WordPress and Magento into a third party retail point of sale system to enable order tracking and new products to be made available via Amazon immediately on arrival.
- Created a social platform enabling lesson sharing between teachers and pupils.

2007 – 2011

**Photographer & Designer  
Self Employed Photographer**

- Contemporary wedding photography offering film and digital prints, image retouching and bespoke album design to clients around the UK.
- Design and development of wedding websites which enabled couples and their families to purchase images and order photo albums directly.

**Portfolios**

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**[timrickaby.com](http://timrickaby.com)**

**[github.com/timrickaby](https://github.com/timrickaby)**

*Some projects may be password protected. Please contact [hello@timrickaby.com](mailto:hello@timrickaby.com) for access.*

**Education**

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**Graphic Design (BA Hons)**

Hertfordshire University

**Software Engineering (1 Year)**

University of Bradford

**Business Studies, IT & Photography**

A Levels

**10 GCSE's Graded A - C**

Including English, Science, Mathematics, IT and Design.

**Contact**

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