

# Jimmy Tidey

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Date of Birth: February 2<sup>nd</sup> 1984

I am a Physics and Philosophy graduate with 4 years experience of delivering cutting edge experiences via the web.

My professional background is in creative positions and project management. I'm also an experienced PHP and Javascript programmer, although I have a wide knowledge of other web technologies.

I have recently left my role at Monterosa to take up freelance opportunities.

## Recent Employment

Development  
Producer  
Monterosa  
June 11 – Sept 11

Generating and refining concepts that integrate websites and live TV programmes. Writing and presenting pitches to TV commissioners working closely with TV production companies.

Monterosa are the industry leaders in '2-Screen' TV, where users interact with a TV programme in real time via their laptop.

Monterosa have worked with the BBC, Channel 4 and ITV. I worked on projects such as The X Factor and Channel 4's Million Pound Drop, which recently won a BAFTA for Digital Creativity.

Digital Producer  
Monterosa  
Aug 10 – June 11

Digital Production included a large element of project management, my role included:

- Coordinating design, development and testing
- Managing communications with clients
- Producing wire frames and user journeys
- Managing dev team via Redmine / Pivotal Tracker
- Supporting live TV programmes

I also did some research and development work, for example visualising the social graph of all the Facebook interactions during one episode of Million Pound Drop.

Researcher  
BBC Lab UK  
Apr 09 – Aug 10

BBC Lab UK ([www.bbc.co.uk/labuk](http://www.bbc.co.uk/labuk)) delivers online, mass participation experiments supporting TV programmes. The experiments have been taken by more than 500,000 participants and generated several scientific publications. My role included:

- Coordinating designers, developers and scientists
- Planning and testing using agile project management
- Working with independent design agencies
- Writing copy and improving information architecture
- Researching and developing ideas for new experiments

Anjunabeats record label (anjunabeats.com) Jun 08 – Apr 09	<ul style="list-style-type: none"> <li>• Project management and technical development on Anjunabeats' new website and microsites. This included stakeholder management of the directors of the company.</li> <li>• Designing the information architecture of the new website, including YouTube, Flickr and Blogger integration and a particular focus on SEO</li> <li>• Scoping and delivering Facebook apps and microsites</li> <li>• Managing our weekly email newsletter</li> <li>• Providing IT support for our internal network and web pages</li> </ul>
Base Creative web design agency Aug 07 - Jun 08	<ul style="list-style-type: none"> <li>• Working with clients to deliver updates and bug fixes for their websites</li> <li>• Flash development</li> <li>• Turning mock ups of web pages in to HTML / CSS</li> <li>• Wire framing</li> </ul>

## Technical Skills and Interests

Web Skills	<ul style="list-style-type: none"> <li>• High level of semantic HTML &amp; CSS</li> <li>• High level of PHP / MySQL</li> <li>• High level of jQuery / Javascript</li> <li>• Intermediate AS2 / AS3</li> <li>• Working knowledge of Ruby on Rails</li> <li>• Working with a wide range of APIs (Facebook, Twitter, etc)</li> <li>• Search engine optimisation</li> <li>• Facilitating user testing sessions</li> <li>• Experience of XML, XSLT, Flex and a wide variety of content management systems</li> <li>• Highly experienced in Photoshop, familiar with InDesign and Illustrator</li> </ul>
Other interests	I'm fully engaged in the web community, attending web-oriented events such as Ignite and TEDx; I write about the web a great deal. I also write and develop my own hobby applications at <a href="http://jimmytidey.co.uk/">http://jimmytidey.co.uk/</a>
Driving	I have a full clean driving licence.

## Education

2003-2006	<b>University of Bristol</b> BSc Physics and Philosophy (2:1)
2000-2002	<b>BHASVIC 6<sup>th</sup> form college, Brighton</b> A Levels: Physics (A), Maths (B), Economics (B) AS Levels: Philosophy (A), History (A)

## Referees

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