

Jimmy Tidey

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Date of Birth: February 2nd 1984

I am a Physics and Philosophy graduate with 5 years experience of delivering cutting edge experiences via the web.

My recent jobs have been creative and project management positions. I'm also an experienced PHP and Javascript programmer, and I have a wide knowledge of other web technologies.

I'm looking for freelance or short-term contract work.

Recent Employment

Contract Junior
Product Manager
Evrythgn.com –
December - May

Evrythng are building a technology platform to give physical things digital identities. My role was to help them demonstrate the platform by exploring consumer-facing apps that could be built on top of it.

- Leading the creative development process
- Focus groups, guerrilla user-testing, surveys
- Briefing a graphic designer
- Writing specification documents
- Understanding and feeding back on the tech platform
- Market Research

Freelance Creative
Technologist
Somethin' Else
November 11

I spent two weeks exploring what a social radio station might sound like, and how a product could differentiate itself in this busy space.

My development work involved spidering YouTube and Facebook, sentiment analysis and a JavaScript visualisation. I presented my work to a meeting at the end of the project.

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

As a Digital Producer my role focused on project management:

- 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

Researcher
BBC Lab UK
Apr 09 – Aug 10

BBC Lab UK (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

Base Creative web
design agency
Aug 07 - Jun 08

- HTML / CSS / Javascript
- Flash development
- Wire framing

Technical Skills and Interests

Web Skills

- High level of semantic HTML & CSS
- High level of PHP / MySQL
- High level of jQuery / JavaScript
- Intermediate AS2 / AS3
- Working knowledge of Ruby on Rails
- Working with a wide range of APIs (Facebook, Twitter, etc)
- Search engine optimisation
- Facilitating user testing sessions
- Experience of XML, XSLT, Flex and a wide variety of content management systems
- Highly experienced in Photoshop, familiar with InDesign and Illustrator

Other interests

I'm extremely interested in the interaction between the state and citizens online. I've been to a number of hack days on this topic and have volunteered for our local hack on the Borough of Lambeth website.

Education

2003-2006

University of Bristol

BSc Physics and Philosophy (2:1)

2000-2002

BHASVIC 6th form college, Brighton

A Levels: Physics (A), Maths (B), Economics (B)

AS Levels: Philosophy (A), History (A)

Referees

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