

# MATT BLANK

[WWW.MATTBLANK.COM](http://WWW.MATTBLANK.COM)

## Personal Details

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## Key Skills

- Excellent HTML & CSS hand-coding skills
- Good search engine optimisation skills
- An exceptional eye for detail
- A responsible, creative and self motivated individual
- Excellent inter-personal, communication and writing skills
- A fast learner who picks up new skills quickly and enjoys team work
- Welcomes new challenges and thrives on developing skills
- Touch type approximately 80 words per minute
- Proficient with both Mac and PC and all standard MS Office applications

## Employment History

### 2010 - Present: Lead Designer, AOL

Working on AOL's EU Search, I lead teams in the development and implementation of high-quality, interactive user interface design solutions, including site layouts, site maps, navigation design, content inventories and information organisation models. I am also accountable for the overall search UI, PHP blogs, widgets, flash applications and more.

### 2007 - 2010: Senior Web & Flash Designer, Dennis Publishing

Worked on websites for their high profile magazines including Maxim, Men's Fitness, PC Pro, and Auto Express. I designed and developed microsites, custom channels, html newsletters and flash promos (mpu's etc...). I also created full page flash animation for their e-mags, designing for companies including 20<sup>th</sup> Century Fox, Sony Computer Entertainment, Nintendo, Warner Bros, Alfa Romeo, Coke, Disney, Shell, British Airways, Canon, Volkswagon, Sony Ericsson, Fosters, Lynx, Timberland and Ford among 30 other blue chip brands.

### 2006 - 2007: Web Producer, AKQA

Working for digital design agency AKQA in Central London, I was part of a small team who maintained all of Microsoft's Xbox European sites. I created graphics, edited flash and designed layouts for various sections. I was also the Lead Producer for the Nike Plus website, which promoted the collaboration between the famous sports brand and Apple's iTunes.

### 2001 - Present: Freelance Web Designer

I have designed, built and maintained many websites for various companies including music specialists, an architect practice and a West End musical. I have successfully set up e-commerce websites and helped companies effectively increase their revenue and secure significant contracts through their online presence. I have good search engine optimisation skills. For examples of my work visit [www.mattblank.com](http://www.mattblank.com)

*Below is a list of scripts, programmes and skills I use to develop and create websites:*

HTML/XHTML, CSS, JavaScript, XML, PHP, Flash, ActionScript, E-Commerce, SEO, Video/Audio Editing, Dreamweaver, Flash, Photoshop, Illustrator, InDesign, Adobe Audition, Sound Forge

### 2004 - 2006: Product Specialist, Sony Computer Entertainment

I offered technical advice to consumers and staff as well as monitored agents on the PlayStation® Careline to help provide a better service to their customers. I also presented new procedures and product knowledge to staff, as well as dealt with escalated queries regarding complicated technical issues or queries about the policies of Sony Computer Entertainment and their products.

### 2003 - 2004: Actor

I performed in various theatre and television productions including tours around England, hosted documentaries for TV and Radio and performed in adverts. I have also been involved in voice over and production work for various jingles and adverts.

## Voluntary/Charity Work

### Radio Northwick Park (Hospital Radio) - [www.radionorthwickpark.org](http://www.radionorthwickpark.org)

Since 1999 I have worked with Radio Northwick Park, becoming Programme Controller in 2004 and being appointed Chairman in 2007. I present a show every Thursday at 8pm called 'The iShow' which can be listened to live online.

I operate the mixing desk and computer system and produce shows for myself and others. During my time as Programme Controller for this successful radio station, I organised on air schedules, special events and provided feedback and technical training to presenters.

As Chairman, along with a committee, I am in charge of the running and output of the station. I have key responsibilities to ensure all aspects of the station are running smoothly and that the committee are able to do their jobs successfully.

I work to make sure that we are financially stable and deal with any problems the station may have. I work to create new and pioneering ideas and to motivate colleagues and volunteers to make the sound of the station the highest quality possible. I was also the key player in launching an Internet Broadcasting service for the station in 2006 and a refurbishment project in 2008. I am a trustee for the charity that was founded in 1971 and work with other volunteers visiting the wards, interacting with a broad range of people from diverse backgrounds and of all ages.

### Michael Jackson World Network - [www.mjworld.net](http://www.mjworld.net)

Since 2000 I have helped run and I am the spokesperson for Michael Jackson's UK Fan Club. As well as producing the website, I organise press releases as well as liaise with management teams and Sony Music. I also research news, answer fan and press enquiries and write articles for magazines. I have also helped co-ordinate parties and events for up to three thousand attendees.

I have successfully worked to deadlines and my remit has included handling confidential information, leading as well as working within a team and working alongside other Fan Clubs from all over the world including Italy, Denmark, Germany, France and the USA.

As part of my regular dealings with the media, I often appear on national TV and Radio, including BBC News, Sky News, CNN, ITV, BBC Radio 5, TalkSport and various other local radio stations around the UK. I've also given interviews to papers and magazines such as The Guardian, The Times, The Sun, OK Magazine, Now Magazine and the Associated Press.

## Other Information

- I have a full driving license
- I have Grade 8 singing and I am also a highly skilled pianist.
- I have arranged, researched, conducted, recorded and edited interviews with celebrities including Sir Cliff Richard, Nancy Cartwright (Bart Simpson), Bruce Forsyth, Uri Geller and various other actors and voice artists from shows such as Thundercats, Rainbow and Dr. Who. All interviews can be heard on [www.mattblank.com](http://www.mattblank.com).
- I received an award from the HBA Awards for my interview with Nancy Cartwright.
- I was involved in university radio and I've previously worked as a producer for a Restricted Service License FM station and had work experience with the BBC.

## Education

### 2000 - 2003

*LIPA (Liverpool Institute For Performing Arts)*

BA Honours Degree (2.1)

Performing Arts - Acting Route

### 1993 - 2000

*Watford Grammar School For Boys*

A Levels (June 2000)

Theatre Studies; Music + 2 Year Course in Philosophy and Ethics.

G.C.S.E's (June 1998)

Music; English Literature; English Language; Religious Studies; Drama; Maths; Business Studies; Science (double); German

### 1986 - 1993

*Orley Farm School For Boys, Harrow*