

ALAN McNEILL

Graphic designer, front-end developer, bon vivant.

I have ten years experience as a web/interface designer.

I have a love of clean, elegant styling, and I have lots of experience in the production of CSS and (X)HTML for modern websites. I have a reasonable grasp of using JavaScript frameworks, specifically jQuery.

I have a great design eye and can demonstrate a flair for good, focused web design. I understand information architecture and can identify the design constraints for quick loading data rich pages. I appreciate the difference between design (solving problems) and style (making the solutions look good). My layout ideas are about good HTML and CSS techniques as opposed to over use of Photoshop and Flash.

I am able to produce quality, logical, solid production layout/presentational code for existing web sites and new projects. My markup uses best practice techniques and adheres to strategies for browser support and degrades gracefully. I am quick at solving common CSS issues and implement industry accepted workarounds where necessary.

I am able to wireframe and prototype concepts for clients using a number of different tools, from sketchbook to Omnigraffle to Fireworks.

I am able to work with a technical web development team in the production of dynamic sites. Though I don't have a complete understanding of PHP, MYSQL, .NET or JavaScript I will be able to work my HTML and CSS into the backend controls.

I am able to contribute to client proposals, including solution development and project management, although I admit my time is best spent on design and build tasks.

I understand and evangelise the need for semantically correct data, particularly the data structure of outputted pages and the implications this has for good indexing. I recognise page load times are a significant factor for good user experience, server overhead and organic search placement. I have an understanding of search engine optimisation techniques, and analytics for campaign measurement, as well as having knowledge of Yahoo's 'Exceptional Performance' best practices. I have a keen interest with developments in social media.

I am familiar with building templates and themes for systems such as Wordpress, Movable Type, Drupal and Mailchimp. I have experience in the inclusion of various social media widgets to websites, although as things change, I'm learning as I go along.

I understand where the web has come from and that 'old school' techniques using deprecated tags are still a necessary evil in the production of email newsletters.

I have a passion for keeping myself up to speed with cutting edge techniques and practical ways in which I can implement new ideas to improve client's sites.

I am pragmatic, and finding reusable code and techniques gives me a buzz which many would consider unhealthy.

I seem to get on very well with the strange animal that is the printer. Design for print, in Illustrator and InDesign, makes me very happy. I've known what CMYK stands for for as long as I can remember.

I have years of experience of company branding, from logotypes, to stationery, to tone of writing.

Currently, I am a designer at Aridhia Informatics Ltd, and also at Johari Foundation. To keep on top of current trends and techniques, I also occasionally freelance.

Previously, I was a designer at Sumerian, at Design Is Central, and at Reality.

I was educated at Caledonian University and Central College of Commerce.

I write and produce music and soundscapes, having released four EPs and one full length album in the last ten years. My second album is nearly finished, and will be released early next year.

You are welcome to view some recent examples of my branding, design, and web development at:

www.aridhia.com

www.johari.co.uk

www.tomcairnsphotography.com

www.amuse-bouche.co.uk

alanmceill@gmail.com