

# Resume of Davide L Rizzo

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## Summary

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I am a Melbourne-based Interface and Web Designer, having worked in the field of Internet Design and Development for more than eight years. My strong programming background gives me an edge when designing complex websites or Flash applications. I have a passion for innovation and creativity while maintaining standards and keeping with best practice. I believe in a strong focus on user centered design.

## Employment history

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### Internet Team Leader – The Just Group

*2006 to current*

- Sole interface developer and front end programmer for Just Group sites including: [Just Jeans](#) (2006 and 2009), [Dotti](#) (2007), [Jacqui E](#) (2007), [The Just Group](#) (2007), [Smiggle](#) (2008) and [Peter Alexander](#) (2008-2009)
- Total clean-up and streamline of Just Group eCommerce platform using proprietary language *Interworld*. Comprehensive work on customer registration functions, online product catalogues and online checkout systems with Credit Card, PayPal and Gift Vouchers.
- Extensive Flash animation work for Peter Alexander USA, Flash game design for Smiggle and full Flash site development for Dotti.
- Management, mentoring and training of two Web designer team members.
- Strategic investigation and evaluation of IT initiatives such as group Intranet, Online product reviews and Google map interfaces.
- *Key achievements:*
  - In the months after streamlining the design and interface of the Just Jeans site, online sales rapidly increased by up to 100 per cent.
  - Thorough clean-up and standard improvement of existing Just Group eCommerce platform, the development time of new online shopping sites has sped up by 60 per cent, while existing site maintenance has been cut by up to 50 per cent.

### Lead Web Designer, anz.com – ANZ Bank

*2005*

- Full responsibility for ANZ website graphics (anz.com), including homepages, flash promotions, banners, pop-ups and games.

- Management of design standards for anz.com, including the creation of a comprehensive Web Styleguide document.
- Customer interaction and requirements gathering for end-to-end small to medium sized projects.
- Management and mentoring of web designers located in India when developing anz.com designs.
- Analyzing and designing interfaces for Internet and stand-alone applications.
- *Key achievements:*
  - ANZ won Personal Investor Magazine (Australia) Best Personal Banking Website of the year from 2002 to 2005.
  - Overall Customer Satisfaction of ANZ's website has improved steadily over the last three years - 7.7 in 2003, 8.0 in 2004 and 8.1 in 2005 (based on 1276 survey respondents in Sept 2005).

### **Web Designer – ANZ Bank**

*2002 to 2004*

- Graphical production and image support for ANZ Intranet and Internet.
- Construction of online interactive and animated promotions for anz.com and Esanda finance.
- Creation of animated and interactive flash banners, pop-ups and games.
- Development of anz.com homepage, ANZ Pacific and ANZ Royal Cambodia websites
- Construction of Flash applications and objects such as Screensavers, Product demos, CD ROM standalone applications and ATM screens.
- Involvement with Intranet strategy groups for the construction of best practice Intranet sites and overall Intranet design guidelines and policy.

### **Usability designer and Intranet Application Support – ANZ Bank**

*2002*

- Designing interfaces for Intranet, Internet and stand-alone applications.
- Problem solving Intranet applications in ASP, HTML, JavaScript.
- IBL student – working part-time while completing university degree.

### **Publishing administrator – INT Press**

*1996 – 2000*

- Worked as picker and packer for publisher INT Press.
- Assisted in data entry and invoicing using MYOB.
- Commissioned to design and layout two educational publications.
- Extensive use of Apple systems.

## **Freelance work**

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<http://www.davincimuseum.com.au>

**2008, 2009** – Site development for the Da Vinci Machines Exhibition. A dedicated website for prospective patrons wanting information on exhibitions around Australia.

[www.abstractcreative.com.au](http://www.abstractcreative.com.au)

**January 2006** - Full development of site in Flash using Actions Script from scratch, allowing photographer to easily upload images.

[www.shantaram.com](http://www.shantaram.com)

**April 2004** - Full design and development of site, made in both Flash and HTML, with a version available for both user groups.

## **Education history**

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**Bachelor of Computer Science** – Melbourne University, 1999 – 2003

- **Study areas included:** Programming, Software lifecycle and development, Artificial Intelligence, Database management, Usability, Interface Design, Classics, History, Photography.

**Victorian Certificate of Education** – Strathmore Secondary College, 1998

- TER Score of 92.5, received straight A+ in Mathematical Methods, Information Process and Management, and Information Systems.
- Graphics Common Assessment Task (CAT) was nominated for entry in Scienceworks Top CATs exhibition.

## **Professional training**

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- 2009 – 2 Day eCommerce Marketing conference and seminars in Sydney
- 2008 – WACAG 2.0 Accessibility standards seminar
- 2006 – Vision Australia – Web Accessibility Training
- 2006 – Max Design - Advanced CSS Programming Course
- 2005 - Semi-Permanent Design conference 2 day Seminar in Sydney
- 2004 - Macromedia Flash certified courses in 'Application & Advanced application development'
- 2002 - ANZ Breakout performance and culture 2 day workshop

## Technical Skills

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- **Web Development:** XHTML, CSS, JavaScript, jQuery, Ajax, XML, XSL, Dreamweaver, W3C standards, WACAG standards.
- **Web Design:** Photoshop, Web design graphics, Email design, Icons, Banners, Photo manipulation.
- **Flash:** Animation, Graphics, Actionscript 1, 2 & 3, full Flash sites, Video, Advertising, Product demonstrations, Tutorials, Games, Applications, Remoting, Flash Accessibility.
- **Usability:** Interface design, User centered design.
- **Accessibility:** W3C accessibility guidelines, WCAG 2.0, Progressive enhancement, Websites for visually and physically impaired.
- **Programming:** ASP, PHP, Interworld, SQL, C, Haskell, Prolog, Java, HyperCard, Visual Basic, Abstraction & Re-use, Documentation, Ability to learn new languages and applications quickly, Object oriented programming, Version control.
- **Graphic Design:** Print design, 3D Graphics, Photography, Posters, Cards, Brochures, Vector logos and graphics, 3D Graphics.
- **Internet/Intranet design strategies:** Overall look & feel standards, Content management, Layout, Best practice, Search engine optimization, Web analytics and hit rate reporting.

## Referees

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Full referee details available on request

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