

Ashley Kelly

Curriculum Vitae

11 Randolph Road, London, E17 9NR

ashley@mydesignright.com

www.mydesignright.com

SUMMARY

A 2D/3D/motion designer and producer, I bridge across creative, technical and organisational disciplines with a rare blend of experience and talent. I have experience of working with all kinds of organisations from global corporations through SME's to entrepreneurial ventures from both a staff member and freelance perspective. I am an inquisitive critical thinker, and will seek to achieve maximum efficiency and quality through innovation and experience.

I have a particularly strong track record in facilitating by establishing new processes, new product development, knowledge transfer and team building, as I have an ability to see the big picture together with an unrivalled ability to pick up new skills and adapt to change.

Pragmatic problem solving skills, high moral principles and a supportive, communicative and helpful nature make me a popular figure among peers and colleagues, and I aim to make a positive impact on every project I contribute to.

KEY COMPETENCIES

- First Class Academic qualifications at both undergraduate and post graduate level
- Collaboration and leadership – relationship building and interpersonal empowerment
- Critical thinking - assessment, judgement, problem solving and quality outcome
- Efficiency – proactive in establishing new and improving upon existing methods and processes
- Technical competency – skilled on various professional software and always looking to develop
- Communication – report writing, narrative writing, oral and visual media presentations, illustrative guides and documents
- Budget management, fund pitching

ACADEMIC QUALIFICATIONS

MSc Enterprise, Distinction, <i>LSBU</i>	2010
BSc (Hons) Engineering Product Design, First Class Honours, <i>LSBU</i>	2008
BTEC ONC Electronic Engineering, <i>Mander Technical College, Bedford</i>	1992
NVQ 3 (Engineering Training Authority) Engineering, <i>Mander Technical College</i>	1992
10 GCSE grade C and above, <i>Heathcote Comprehensive School, North Herts</i>	1988

PROFESSIONAL TRAINING

MS Project, <i>LSBU</i>	2009
Adobe Dreamweaver Advanced 2008; Adobe Flash, <i>LSBU</i>	2009
3D CAD Solidworks Essentials, <i>CADCAM</i>	2009
101 Avid MC Editing; 205 Avid MC Effects and Techniques, <i>VET</i>	2004
MS Excel Advanced <i>DNE</i>	2003

SOFTWARE

Video:	Final Cut Pro Suite & Avid Media Composer (certified)
3D CAD:	Solidworks 2010 (certified), SolidEdge, AutoCAD, Alias StudioTools
Graphics:	Adobe CS5: Photoshop, Illustrator, InDesign, Dreamweaver, Flash
IT:	Advanced Mac and PC, MS Office Suite, Lotus Notes etc
CMS (broadcasting):	IBMS / BOSS / PDS

EMPLOYMENT HISTORY

Graphic and Product Designer, Freelance

Sep 05 – current

Providing creative design and online marketing services to businesses and private enterprises, including concept development, CAD and visualisation, prototyping, online marketing, web design and build, online video production.

Clients include Bevan-Kidwell; The Red House FP; The Clerkenwell Kitchen; Beckenham Furniture; Such and Such Design; MBP Concepts; Mathmos; Helen Bentley Interior Design

See www.mydesignright.com

Video-Production & Broadcast Services, Freelance

Sep 05 – current

Supplying production and online services to broadcasters, including camera operation, video editing, compositing, re-clocking, bumpers, digital on-screen branding, web reversioning, promo production, Ofcom compliance moderation, CMS migration.

Clients include Channel 4; UKTV; 4Food; MTV; BBC; Disney Channel; Discovery Channel; Input Media; Mathmos; The FA; Chapman-Jones Films

See www.mydesignright.com

Product Design Engineer and Concept Developer, AllSocket System

Research and Business Development Office, London South Bank University

Sep 05 – Nov 10

Entrepreneurial venture, inventing, designing and developing the 'AllSocket Systems', a domestic electrical distribution system for pre-commercialisation.

- Obtained pre-commercialisation funding for proof of concept from LDA's Emerald Fund
- Winner, 2009 Ideal Home Exhibition's Best Concept Product
- Finalist, 2009 Dyson Award
- Winner, 2008 Ideal Home Exhibition's Best New Concept 'Footlume' (formerly Go-Lightly)
- Finalist, 2007 Carbonate Innovations 'Go-Lightly' illuminating rug
- Finalist, 2005 Zotefoam wearable design competition 'Cam-Splint' video camera harness
- 2 patents pending

Discovery Networks Europe

Dec 00 - Sep 05

Producer, Re-versioning, Discovery Channel UK & EMEA

Mar 04 - Sep 05

Edited DCI/DNE co-productions and acquisition programming for compliance, regional specification, scripting, narration, re-clocking, and languaging for all EMEA countries UK & EMEA channels. Trained in OFCOM regulations.

Reversioning Co-ordinator EMEA, Discovery Networks Europe

Dec 03 - Mar 04

Co-ordinated internal, external and international reversioning producers workload for compliance editing, scripting, narration, re-clocking, and languaging for programming material across all 18 Discovery Channels broadcasting across EMEA countries. Liaised with production companies, studios and suppliers for technical specification and delivery of materials to network operations. Administered the department's £1.5million annual budget.

- Project managed successful launch of Discovery France with inventory reversioning, network operations and languaging
- Secured services of Kate Winslet to narrate on Nefertiti – the Discovery Channel's highest rating programme ever on DNE Channels. The film was also nominated for an Emmy.

- Implemented new processes to increase programming/languageing throughput by 400% due to restructuring of channel portfolio management and launch of 4 new channels
- Implemented new streamlined processes for materials and deliverables between suppliers and production companies and Network Operations
- Produced technical specifications for improved quality control and compliance of deliverables from all programme suppliers

Programme Scheduler EMEA, Discovery Networks Europe

Dec 00 – Dec 03

Planned and created monthly schedules for Discovery Channel portfolio of channels broadcasting across Europe, Middle East and Africa.

- Elected DNE representative for developer consultation, user testing and staff training on development and roll-out of Pilat IBMS content management system
- Implemented accurate and successful rights data migration for transfer from DCI to DNE of the management, network operation and playout of Discovery Middle East

Photographic Technician &

Production Supervisor, Showcard Group Print Division

Oct 96 - Dec 00

Shift managed a 24hr studio of 6 photographic technicians in production of P.O.S. display, signage systems, large format photographics, screen prints and vinyl decals for flagship stores of major retailers and high street brands such as Arcadia, Nike, Marks and Spencer, Waitrose etc. Supervised installation teams in flagship retail stores and exhibitions around the country. Technical tasks included colour grading, hand and digital retouching, operating laminating and mounting machinery and conventional large format rail photographic enlargers.

- Oversaw installation and technician training during the switch from conventional photographic to digital printing technology