

Daniel J. Beattie

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Nationality: British

PROFILE

Currently freelance as a Creative Technical Director & User Experience Architect.

Extensive experience of Interaction Design and software development from a large number of different technical and user perspectives over 11 years. Over the last 5 years I have focused increasingly on User Experience Architecture.

Nevertheless, I also have a great deal of both intuitive and hands-on technical understanding which helps inform my UxD practice. I'm interested in all forms of user interaction, from the minutiae of web login forms to the new interaction possibilities offered by social media and mobile phones, as well as customisable hardware technologies such as Arduino.

SKILLS

User Experience Architecture, Technical Direction, and Creative/Interactive Direction.

WORK HISTORY

• **Less Rain: Technical Director**

London, Dec 2007 - Dec 2009

Responsibilities: Technical Direction, Interactive Direction, and User Experience Design.

Although this role was nominally "Technical Director", the actual duties varied across Creative, Technical and User Experience areas.

Some projects:

<http://www.bebo.com/ameessagefromearth> (Bebo/RDF Digital):

Technical Direction, UxD

(currently slightly broken owing to a Bebo templating change)

O2 Memory Project (O2, offline): Technical Direction, UxD.

www.Neoderma.com : Technical Direction, Sound Design, UxD

www.wintoncapital.com : Technical Direction, Interactive Direction, UxD

www.nokiamusicwelike.co.uk / Technical Direction, UxD

<http://www.nokiamusic.co.uk/>: Technical Direction, UxD

Integra Live Project (integralive.org) UxD.

• **Poptatari Ltd: Director**

London, Nov 2004 - Dec 2007

My own company, mostly developing multiple iterations of a desktop application in Director/Flash, for Channel 4 Learning's flagship Educational product, Clipbank. Translated a complex and varied set of requirements into a very simple interface.

Produced Technical/Strategic consultancy reports for Channel 4 Learning, Online Creative

Communications, and Espresso Education Ltd. Was responsible for auditing Channel 4 Learning's external supplier's code. Project Management for Milo Creative on a project for BBC JAM. More flash sites and sound design for Nokia/Moving Brands, Pretty Design, and Designjunction.

- **Recollective Ltd: Technical Director**

London, Oct 2001 - Oct 2004

Founded along with three colleagues from Deepend, after that company went into liquidation in Sept 2001. Recollective focused on building "useable but beautiful" websites.

Took company from start-up to 10 full-time employees over three years, during a poor economic period for new media. Clients included D&AD, Design Museum, Mute Records, NESTA, Virgin Mobile, Orange, Channel 4.

Was an active member of the ICA's "The Club" for Creative Entrepreneurs. Gave talks about my interactive work at the ICA, RCA, Camberwell College, Westminster University. Created experimental audio-visual application for Creative Review's CD-ROM which was also exhibited in the ICA's New Media Centre.

- **Deepend Ltd: Multimedia Developer and Sound Designer**

London, Sept 2000 - Sept 2001

Developed numerous sites, games, and created sound design for brands such as Britvic, French Connection, Panasonic Europe, Nokia, Cartoon Network, Designer's Block, Claydon Heeley Jones Mason, London Records (New Order).

- **Freelance Flash Development and Tutoring**

Brighton and London, Sept 1999 - Sept 2000

Taught Flash and Advanced Flash modules at Silicon Beach Training. Freelance Flash Development for Spark Learning.

EDUCATION

- **The Lighthouse: Certificate in Multimedia (Digital Arts)**

Brighton, Sept 1999 - Sept 2000

Was offered a job at Deepend after the final show.

- **University of Brighton: BA (Hons) Music with Visual Practice (First Class)**

Brighton, Sept 1995 - July 1998

Focused on highly synchronised video/sound works. Was course representative.

OTHER INTERESTS

Developing sound software with Max/MSP, cycling, listening to music/seeing bands live, playing guitar in an experimental improvising group, reading fiction, reading blogs, new music research.