James Lane CV

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Academic Achievements

- **2008 - 2011** BA(Hons) Degree in Design and Art Direction, Manchester Metropolitan University
- **2006 - 2008** Triple Distinction BTEC National Diploma in Graphic Design, Runshaw College
- **2001 - 2006** 11 GCSEs ranging from grades A-C, Bishop Rawstorne C of E Language College

Industry Experience

- **2012 - Present**

  Sole Graphic & Web Designer / Developer - Apico Factory Racing (Off-Road Product Manufacturer & Distributor)
    - Product catalogues including all product photography (both Apico and supplier's catalogues)
    - Responsive web design including build of the sites and all artwork
        - www.apico.co.uk - Built on Wordpress
        - www.apicob2b.co.uk - Built on Magento (Trade-Only eCommerce Site)
            - Custom PHP, HTML, JS and CSS. Extra functions implemented using custom plugins and modules respectively.
    - Email design (full coding and imagery) - Creating custom templates for distribution using Mailchimp
    - Print advertising (In-house, magazines, online & supplier advertising)
    - Packaging, Stationery and assisted product design
    - Motorcycle Graphics Kits

- **2010 - 2012** Sole Graphic & Web Designer - Galaxy Print

- **2008 - Present** Freelance Graphic Designer, Web Designer, Front-End Developer, UI & UX Developer
    - Complete Front-End Design and Development of www.mxlarge.com - Leading International Motocross News Website.
        - Built on Wordpress using custom MDL, HTML, JS and CSS (SCSS Pre-Processor)
        - Set up of virtual server from scratch along with custom MySQL tables in Wordpress for data-transfer.
        - Built in SEO to theme such as automatic social sharing with OG metadata
    - Complete Front-End Design, Development and product management of www.sandifordracing.co.uk
        - Built on Magento with a customised version of the 'Athlete' theme using HTML, JS and CSS
        - Built in SEO to theme such as automatic social sharing with OG metadata
    - Advertising and Exhibition Stand design for Helmet Manufacturers; Arai
    - Logo design for Global Accounting Service Provider: TaurusQuest and sister-company; DataTracks
    - Print and Web advertising for Leatt Protectives; high-performance products for extreme sports
    - Print advertising and Product photography for leading Trials Motorcycle specialists; Hebo
    - Print and Web advertising for Motorcycle Clothing companies; Malcolm Smith Racing and ANSR Racing
    - Print and Web (HTML 5 instead of Flash) advertising for Inch Perfect Trials
        - Added functionality to HTML 5 Advert to create user-interaction
    - Print and Web (HTML 5 instead of Flash) advertising for Electric Motion Motorcycles
    - **Member of the community staff at Designer News**

Technical, Software & Hardware Knowledge

- Highly skilled and experienced in industry applications; Adobe Photoshop, Illustrator, InDesign, Flash, GWD etc.
- HTML & CSS (Using Sass and SCSS for efficiency), Command Line, Microsoft Word, Powerpoint and Excel.
- Some experience in jQuery and PHP. Constant development in learning of programming languages.
- Experience in setting up and maintaining servers and confident in server-side technologies.
- In-depth knowledge of Roland printing, cutting and plotting machines, including related software.
- Knowledge of most printing processes including letterpress, screenprinting, book-making and related machinery/processes.