

## Edward Bala

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online portfolio: [www.e2rd.com/portfolio](http://www.e2rd.com/portfolio)

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### EDUCATION DETAILS

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1993 – 1997 University of Wroclaw, Poland - Institute of Computer Science (unfinished)

1989 – 1993 Secondary School (profile: math), Bielawa, Poland,

1981 – 1989 Primary School no.9, Bielawa, Poland.

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### EXPERIENCE IN IRELAND

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#### **Birth Digital (part of Ocean Group)**

**September 2008 – June 2009**

*web designer*

##### *EXAMPLE PROJECTS:*

- Opel Insignia ([www.insigniaproject.ie](http://www.insigniaproject.ie)) – the post-launch website dedicated to Opel Insignia, Car of the Year 2009. The layout designed by a colleague and was then developed by me to provide optimized graphics and HTML/CSS for the back-end development team.
- The Great Sleep Makeover ([www.kaymedworld.com/sleepmakeover](http://www.kaymedworld.com/sleepmakeover)) – a competition website run by Kaymed, specialists in bedding. I created the layout for the website and was also responsible for its front end development.

Birth Digital is the digital department of a full service advertising agency, Ocean (now operating as hybrid agency [www.thisisio.ie](http://www.thisisio.ie)). The client base was diverse, but my work included some projects for motoring industry, usually creating layouts and front-end code for websites. I became more familiar with JS frameworks (jQuery, MooTools). I also worked on interactive banners created to work on DoubleClick's TABS system.

#### **Trader Media Group Ltd**

**March 2008 – July 2008**

*web designer*

##### *EXAMPLE PROJECTS:*

- Peugeot Commercials ([www.peugeot.ie/commercials](http://www.peugeot.ie/commercials)) – commercial vehicles section of Peugeot.ie website. I was responsible for front end development and created the Flash animation for the vans range. I sourced and prepared images of new models for the website. I was in contact with the Peugeot marketing department during development of this project.
- VW Commercials ([www.vwcommercials.ie](http://www.vwcommercials.ie)) – commercial vehicles website for Volkswagen Ireland. I prepared the layout basing on VW national site. Then I developed the website on the front end, sourced and prepared the images.

My employer's name changed after Webzone was acquired by Trader Media Group but the projects and client base stayed quite the same. Working for the company as it became part of a big international organization was a new and interesting experience for me.

*EXAMPLE PROJECTS:*

- Citroën national website ([www.citroen.ie](http://www.citroen.ie)) – I worked on front end development of the layout delivered by someone else. I also sourced out and prepared the images. My ongoing tasks were maintenance projects like adding new models to the website. I also prepared Flash campaigns on the homepage for various promotions from Citroën.
- Volkswagen national website ([www.volkswagen.ie](http://www.volkswagen.ie)) – based on global solution from Volkswagen I developed the website and provided maintenance later on. I also sourced out images and prepared them for the website.
- Various websites for multi franchise car dealers. From layout to front end development. Examples online: [www.sheehymotors.ie](http://www.sheehymotors.ie), [www.billynaughton.ie](http://www.billynaughton.ie), [www.tommurphycarsales.com](http://www.tommurphycarsales.com), [www.gowanmotors.ie](http://www.gowanmotors.ie), [www.corkcityford.ie](http://www.corkcityford.ie)
- car classifieds for Sunday Times – I prepared picture ads and classifieds pages that were printed later in motoring supplement of Sunday Times.

I gained lots of experience while working for Webzone. I had an opportunity to work for the Irish motoring market. I worked on banners for car dealers, layouts and websites for multi franchise dealers, as well as development of national websites for major car distributors in Ireland.

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**OTHER EXPERIENCE**

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**Freelancing – Poland**  
*web designer, photographer*

**September 2002 – September 2004**

*EXAMPLE PROJECTS:*

- various websites from layout to ready; [www.kowalscy.pl](http://www.kowalscy.pl) – an online example from that era; website for the producer of wooden door and windows. I created the layout, developed the code of the page and retouched product photos.
- [www.zaduszki.com](http://www.zaduszki.com) – online memorial center; I was responsible for front end development; my photos were used on this project.
- Flash presentations on CD.
- front end development for ADV.pl agency; they were delivering layouts, I “chopped” them, optimized graphics and prepared HTML and CSS.
- photography; I took and prepared pictures for online projects: products shots, properties, premises shots etc; [www.grad.pl](http://www.grad.pl) as an example website where my photos were used.

During this period I moved a bit towards photography. I began to take and retouch pictures for my projects as well as for others. I also enjoyed creating CD presentations in Flash.

## **Medialogic (Italy)**

*web designer, interface designer*

**July 2001 – August 2002**

### *EXAMPLE PROJECTS:*

- community portal for Wind (Italian mobile network operator); most of my job was front end development: maintenance and repairs of the layout and source code prepared by someone else.
- cross platform instant messenger (Pony Express); initially I was to design and implement interface in Flash; my responsibilities changed to development of markup language for web, PDA and mobile phones. I designed an interface for standalone desktop application and a version for PDA devices.

This was my first experience with big projects like community portal. I was working even closer with database programmers learning to work as a part of the team.

## **ProDigitalTech. (Poland)**

*web designer*

**September 1999 – June 2001**

### *EXAMPLE PROJECTS:*

- various static websites for companies from different sectors of the industry; from layout to ready.
- web presentation for Belgian sofa designer ([www.rom.be](http://www.rom.be)); done entirely in Flash; I designed and developed it synchronizing with sounds and music I received from another professional.

My first job in web design. At that time I was able to create a static website implemented in HTML. During 2 years in ProDigitalTech., I started to use Flash and began to cooperate with PHP programmers working on dynamic content. It was so long ago, my projects aren't online anymore and the Intensive.pl website has not been updated for a long time.

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## **PERSONAL PROJECTS**

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- [www.panoramix360.com](http://www.panoramix360.com) – online portfolio of my panoramic works; it contains static and interactive panoramic pictures I've created; my intention is to establish a business around it; this website wasn't created by me, I'm just working on the content.
- [www.stopmotionlog.com](http://www.stopmotionlog.com) – my experiments with time laps photography; WordPress blog engine was used here.
- [www.e2rd.com/photos](http://www.e2rd.com/photos) – the place where I was publishing photos from my journeys; I created a layout and implemented the gallery in Flash; it hasn't been updated for a while though.

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## **SKILLS**

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| – Flash       | – photography                |
| – Photoshop   | – digital image processing   |
| – Dreamweaver | – driving license (cat. A,B) |

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## **LANGUAGES**

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|------------------|---|
| – Polish: native | – English: good, conversation skills, writing and reading |
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