

tait pollack

creative new media consultant

ba honours

a bit about me.

I am an experienced and creative new media consultant with a wide range of skills from a variety of digital fields. I am a fast learner and enthusiastic co-worker with a love for the web. I'm an easy going and refreshing person who supports his team. Able to create complex websites and applications including backend systems. I design and lead with a sense of detail and over a decade of experience in producing clean, usable websites, e-commerce and e-Learning solutions.

a manager and co-worker

Having built and managed a web hosting company and fashion label as well as led teams of developers and designers alike, I have proven experience delivering results on time and to budget. I have lots of experience in, and enjoy working directly with clients and across departments within larger organisations to achieve quick results to a high standard.

a web designer & developer

With over 16 Years programming & 10 years in design I am an expert in both front-end and back-end web development. I am able to build high-level complex S.E.O. websites from scratch or using content management systems including Magento, WordPress, Concrete5 and many more. I also have experience working within various MVC frameworks for various languages including CakePHP, CodeIgniter, Pure MVC (AS3) and Angular.js. A fan of Atlassian, I prefer to use (Bitbucket) Git for version control, but have extensive experience with SVN also.

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Canon, Slaughter & May, BP, Pepsi, US DoD, Ernst & Young, KBC, 3i, ISTD, Castrol, Royal Bank of Scotland, Kellogg's, Cadbury's, EA, Sony, Norwegian DoD, Chrysler, Orange, Mercedes, HSBC and more...

employment & agency experience

DDS Hosting, Norwich, www.ddshosting.com

DDS Hosting, formerly Dilate Design is primarily a web hosting company offering design and development upon request. Operating out of Norwich and London. The website, servers and customer support are completely outsourced and fully automated. The DDS (Dilate Design Servers) website uses two content management systems and subsequently two databases simultaneously (WordPress and WHMCS) to provide the best solution for SEO and automation. DDS and Dilate Design have been working on contract website design and similar services since the year 2000 and continues to do so. I am currently based from the DDS Office in Norwich offering remote development consultancy.

Angling Direct, Norwich – www.anglingdirect.co.uk

As Head Of Digital at Angling Direct I've helped the company realize more of their potential. With an extremely customized e-commerce setup involving Magento integrated with Epicor I've worked to increase stock accuracy across the group, improve and automate their websites sale category, setup their re-marketing strategy, improved their on-page SEO, run a/b tests and implemented the findings, improved their product search engine and much more. Please ask for more info and the list goes on!

Norfolk & Norwich University Hospital, Norwich – nnuh.nhs.uk

The NNUH contacted me to complete their new WordPress website and add a lot of new custom functionality surrounding to bring it in line with their current website offering which looked very out of date. Working closely with their IT services manager David Chapman, I took what they had developed so far and ran with it, made it responsive and gave them much more than they asked for. They then took me on for another project called WardView, which is a touch screen application, used by doctors and nurses on staff at the NNUH daily. This project went very well also.

Affinity New Media, Norwich – www.affinitynewmedia.com

Thoroughly enjoying my time at Affinity, I spent a year working as their lead Magento developer and Senior Technical Developer. I built many bespoke WordPress websites for local businesses as well as a good number of high-end, large catalogue Magento E-Commerce websites. Whilst at Affinity I was lucky enough to be project lead on the new QD Stores and BuyRight websites.

Digital Annexe, London, www.digitalannexe.com

I consulted for Digital Annexe for just under a month in the build of the Mercedes 'Executive Model Chooser'. This project was built to spec in a tight deadline successfully. I build the online application in Flash CS5, ActionScript 3.0 with OOP and PaperVision 3D. Around 80% of the work for this was completed remotely and involved visits to the office at the beginning and the end of the project.

Special Moves, London, www.specialmoves.com

Here I created an interactive store locator and navigation for the Rolex homepage using complex web services in multiple languages. This involved working in a team of contract developers from different backgrounds using the MVC framework of programming.

AKQA, London, www.akqa.com

Whilst working at AKQA, I created custom Johnnie Walker media players complete with social networking integration to Facebook, Twitter, Digg and del.iciou.us. I also worked as the lead flash director / developer on Xbox 'Lips' karaoke game website using innovating and setting new standards in AS3 facial recognition and user object transformation through interfaces.

SAS, London, www.sasdesign.co.uk

I worked at SAS for many months on their most advanced Flash and ActionScript projects. Amongst the host of work I did for them included the creation of an online financial services game for Ernst and Young as well as work for BPs Environmental Sites and Annual Reports.

XActive, Norwich, www.xactive.co.uk

Created an OO Framework based XML driven website which is completely customisable by the XActive. There is a development mode which allows for built options such as rulers to aid in alignment.

Haymarket, London, www.haymarket.com

Whilst working at Haymarket, my experience covered work for both Royal Bank of Scotland and Castrol. When creating an online magazine using CEROS technology for RBS, I integrated rich media with 'design for print' material. The Castrol work, involved integrated 3D renderings of Castrol sponsored cars and bikes with their website using Flash & ActionScript. I also worked on the menu system on the Castrol homepage and most recently I created a website for Canon's Think Digital magazine entirely from concept to completion and then liaised with Canon's in house developers to integrate it into their CMS.

HMX Media, London, www.hmxmedia.com

HMX Media host a range of technologies and services and have a great portfolio of clients. Whilst I was there I worked as a content developer on the Sony Electronics European website.

Digital People, London, www.digitalpeopleonline.com

During my time at Digital People I worked for Cadbury and Electronic arts. This required a keen eye for detail and the ability to create and design bespoke XML driven components to be incorporated with the Drupal content management system. Digital People work for and alongside the Rosenblatt Research group.

SAI Global, Norwich, www.saiglobal.com

My job role in the Norwich office of SAI Global was Flash eLearning development and animation, combined with XML, ASP, SQL and JS server side integration for a host of Learning Management Systems. SAI Global is an Australian award winning Compliance Company with clients such as Sony, Pepsi, US DOD, Norwegian DOD, Chrysler, Orange and HSBC. At the same time I was Lead Developer for all Sony projects in over 15 languages.

Dilate Clothing, Norwich, www.dilateclothing.com

I setup Dilate Clothing out of my high school locker when I was 16 years old with a view to 'sponsoring' myself as a skateboarder. I grew the business from there moving online in 2005 and haven't looked back. The business is still going strong and is fully automated. My manufacturer is in Germany and fulfils orders whilst my designers login and update the site. Working on Dilate has taught me ongoing managerial skills and forced me into making quick and effective decisions. Because of Dilate I know how and when to cut losses and what is best for the long term.

skill set

- HTML5 & CSS3
- MySQL, MS SQL & NoSQL
- PHP & ASP
- Javascript & jQuery
- Magento Community & Enterprise Full Builds
- WordPress – Plugin & Theme Creation
- Concrete5 – Static build to fully content managed
- MVC Frameworks & Architecture
- CodeIgniter, CakePHP & Zend Framework
- Adobe Flash
- ActionScrip OOP
- Mobile Application Development, iPhone & Android & Windows
- Adobe Photoshop
- Adobe Indesign
- Adobe Golive
- Adobe Dreamweaver
- Adobe Premier Pro
- Adobe Illustrator
- Adobe Auditions
- Adobe Encore
- Cubase VST, Audacity & Soundforge
- Final Cut Pro
- 3D Studio Max
- Microsoft Office Suite
- Project Management Software Such As: Jira, BaseCamp & ActiveCollab
- Executive Level Management
- Pitch Work / Client Meetings – Great coffee drinker ☺
- Human behavioural knowledge and user interface design
- Information Architecture
- Expert XML & JSON
- Clear, creative graphic design aesthetic
- Thorough understanding of web colour, typography, golden ratio and display issues
- Solid grasp of usability issues in interface design

- Optimisation of sites for search engines, SEO, SEM & PPC
- Degree level photographer with commercial experience

qualifications & education

2004-2007	Degrees: BA Honours Graphic Design @ Norwich School of Art and Design. <i>Subjects covered:</i> Illustration, Animation, Graphic Design, Typography, Publishing and Photography.
2003-2004	Foundation: BTEC Level 3 in Art & Design @ Norwich School of Art and Design.
2001-2003	A Levels: Film Studies, Art and Psychology.
1995-2000	GCSE's: 10, all grade C & Above @ Norwich School.

key achievements

- Won awards and recognition for my photography.
- Created, ran, and am successfully maintaining a growing fashion label and web hosting company.
- Photographed and worked with many famous and well-known artists including 'De La Soul' & 'Jurassic 5'.
- Was in a 'Black Flag' music video as a child actor.
- Enjoyed many years of traditional martial arts training in Han Mu Do, Tae Kwon Do, Judo, Wing Chun Kung Fu and Kuk Sool Won

my interests

- Travelling, visited countries - North Africa, California (born there), All over Europe, New York, also travelled cross-country in US in a car three times! – Now happily living in Norwich, UK with my family.
- Listening to music – I play the drums.
- Sports – Basketball, Rugby, Cycling, Swimming and Martial Arts.
- Watching movies e.g. Taxi Driver, Goodfellas, One Flew over the Cuckoo's Nest, The Departed, The Godfather, Anchorman and any Bruce Lee films.
- Literature e.g. Bob Dylan Chronicles, Room Full of Mirrors, Easy Riders Raging Bulls, Slaughter House 5, Passion of the New Eve as well as Fantasy & Sci-Fi.
- Photography, Illustration and Design.
- The science behind aesthetic (the font sizes in this CV are all using the Golden Ratio)

personal statement

After completing my foundation in Art & Design I stayed on to complete my degree and specialised in Graphic Design and then in Photography. Whilst studying, my interest in design and the creative arts grew, particularly by being surrounded by likeminded people. I enjoy web-based design immensely because it gives me the freedom combine graphic design, animation, photography all within an interactive form. I take pleasure in the constant challenge of creating new ways of presenting media through the web. In the past I have collaborated with many other designers and enjoy working in a team, bouncing ideas off one-another is a great way to learn and come up with more innovative design concepts.

The experience I gained working freelance was invaluable. Dealing with clients one to one, solving problems, and organizing workloads taught me a lot about how to run a business. Working mostly on my own meant that I had to learn new programs fast, and solely rely on myself for ideas, design, marketing, technicalities and site layouts.

Since graduating from Norwich School of Art and Design in I have worked on freelance assignments for many blue chip companies and am also working on projects of my own. I am highly motivated and making a successful career in web development and in the design industry in general. I currently live in Norwich. My circle of friends includes creative writers, directors, photographers, musicians.... All inspiring and bursting with ideas! All in all I am a creative person in and out of work, I put 100% into everything I feel passionate about whether it be playing sports or creating a new web app.

people who recommend me

"I would definitely recommend Tait for high quality rich development work. He is self-motivated and committed, and technically advanced. He has the ability to work remotely, and has good communication skills to ensure delivery."

Andy Hood, *Executive Creative Development Director, AKQA*

"Tait is a very talented developer. He has a total 'Can do' attitude to all projects and is really easy to work with. He produced an extremely complex flash application with lots of built-in logic to a really high standard."

Kate Shaw, *User Experience Architect, SAS Design*
worked directly with Tait at Dilate Design

"Tait is a very innovative developer who has produced a wide variety of very impressive work. His expertise ranges from his considerable design and animation skills, to a deep understanding of scripting and as such I would strongly recommend Tait as an all round development expert."

James Ashton, *Senior Analyst Developer / Team Leader, SAI Global*
worked directly with Tait at SAI Global

get in touch!

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