

# CALLUM JEFFERIES

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Callum Jefferies is an interaction designer/developer currently residing and working in Bristol and London, UK. His work is characterised as thoughtful and refined, backed by a sound technical underpinning and precise attention to detail. Design and front-end development are his primary assets, but possesses a broad and multidisciplined skill set.

## EXPERTISE

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Educated in graphic design, experiences there allowed me to further pursue my interest in user experience design and the web. This led to a progression of skills that are well-rounded, borrowing from my background in graphic design. I have 6+ years experience designing and developing for the web, with knowledge of many current technologies and practices surrounding the field. During my studies, my interest lay in conceptualising and building online platforms with specific focus on function and user experience. Through this, my preference for front-end development and interface design were cemented. I have an eagerness to learn and am able to adapt quickly to suit the task at hand. I retain an eager interest in various aspects of graphic design including typography and branding in particular.

## SKILL SET

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I am equally experienced in both front-end and back-end technology, covering the following: HTML5, CSS3, JavaScript, DOM, AJAX, JSON, Python, PHP, MySQL, APIs, OOP, MVC, Sass, Mercurial, Git and UNIX CLI; including web frameworks such as Tornado, Django, jQuery and MooTools. I take pride in technical correctness, both in design and code. I have an in-depth understanding of usability, code semantics, accessibility, and SEO. I have experience with visual prototyping including wireframing, user stories, and mockups. I am proficient using Adobe Creative Suite up to version 5.

## RECOGNITION

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- **D&AD Talent Profile** 2011  
Work recognised and commended by D&AD  
*See it: <http://www.dandad.org/talent/portfolios/project/10059>*
- **D&AD Student Awards** 2011  
Winner in category 'Interactive Design'  
*More information: <http://www.dandad.org/awards/student/2011/categories/11/interactive-design>*
- **LogoMoose: Logo of the Month** 2009  
Logo of the Month award, January 2009  
*See it: <http://www.logomoose.com/logo-design/ponder/>*