

Jake Goodall
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Experience

BreakThrough Apps *2010-Oct 2014*

- » Managed visual identity and brand aesthetic.
- » Presented at two different App Academy events in both Melbourne and London.
- » Designed User Experience, User Interaction and aesthetic for mobile applications across iOS and Android platforms, as well as promotional material including videos, print and landing pages.
- » Aided development of mobile applications in conjunction with external developers.
- » Handled freelance team members and liaise with clients.
- » Led projects and was accounted for meeting deadlines, financing and development.

Education

The University of the West of England

BA(Hons) Graphic Design
Sep 2012 - Present

Exhibitions

Designing a New Reality *Nov 2014*

One week long exhibition as a part of The Promise exhibition that ran at the Arnolfini, Bristol. Helped with curation and work featured as part of a project with three other creatives.

You Move Me *Dec 2014*

Exhibition by Jo Lathwood with The Antlers Gallery. Designed exhibition guide and assisted with opening night of the exhibition.

Awards

International Society of Typographic Designers Student Awards 2015

A typographic print-based response to a brief set by the ISTD. The book, titled Outside Agitators, presented the act of protest as a form of art and argued that it was the storytelling behind the protest that made it relevant and powerful. Was one of twelve to be awarded a Merit out of over 250 entrants in the UK. The award was for typographic excellence and knowledge.

Skills

Design

Range of skills including typography, editorial layout, user experience and user interaction, web design, artworking, print, interaction design, motion design, branding, 35mm photography and digital photography. Experienced with colour theory, exhibition curation and information architecture, as well as editorial and layout design for print and web with strong emphasis on content generation and considered application.

Technical

Macintosh and PC, with extremely proficient knowledge of Adobe InDesign, Photoshop, Illustrator, Muse and Premiere. Good knowledge of Sketch, Adobe DreamWeaver, and After Effects programs. Experienced in working with Axure, Arduino and Webflow, as well as workflow management software such as Trello and Jira.

References available
upon request.