

ERIC HAÏDARA

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Looking for a user-centered designer position where over 5 years experience as web project manager with a proven track record in delivering projects across various channels will create a rewarding user experience.

Career Experience

2005 - 2009 UCD, COLLEGE OF BUSINESS AND LAW, DUBLIN, IRELAND

The College has three schools leaders in their fields in Ireland with international reputations in providing a first class learning experience.

Project Manager, Web Designer, Webmaster

- Led strategically important project to increase positive user-experience. Performed user testing scenarios to evaluate and adjust interactive form design (Prospective Student Portal, Online Application, CMS, Goldmine CRM).
- As part of a team, applied user-centered design methods and tools (Card Sorting, Personas, User testing, Prototypes) to drive websites redesign. > www.smurfitschool.ie, www.ucd.ie/quinn, www.ucd.ie/law.
- Created fully accessible websites to promote major business event > www.ucd.ie/alumniball, www.ucd.ie/crystalball, www.ucd.ie/growingireland using Dreamweaver, Photoshop, Flash, CSS.
- Project manager on the implementation of an online applications system and Goldmine CRM that resulted in a streamlined workflow and increase in recruitment numbers. Developed a global approach including both front-end and back-end interfaces and SEO strategy.
- Responsible for maintaining the project plan by representing the interests of the area stakeholders.
- Designed targeted visual emails promoting school events that led to increase in registration and sales.
- Administrator of the CMS for content update, publishing and version control.

2005 DIGISERVE SOFTWARE SERVICES LTD., DUBLIN

Key function was to manage the content on the website www.irishabroad.com, design and develop various areas of the website.

Web Designer & HTML developer

- Manipulated images in Photoshop for optimisation on different pages of the website that resulted in improved user experience and strong visual identity.
- Responded to online advertising needs by designing animated adverts (banners, skyscrapers etc.) using both Flash and Photoshop.
- Developed various html objects and style sheets for use in the new design for www.online.ie.
- Involved in testing [online.ie](http://www.online.ie) for bugs before the site went live.

FREELANCE PROJECTS

2008 - 2009 WWW.FRENCHBEAUTY.IE, DUBLIN, IRELAND

Independently owned Beauty Salon specialized in French Therapies > www.frenchbeauty.ie

Project Manager, Web Designer, Developer

- Implemented project plan to deliver usable commercial website within the client timeframe.
- Translated client vision to brand identity using mood boards, wireframes and developed this identity using Adobe Suite tools.
- Built user friendly interface to improve user experience and generate site traffic.
- Developed HTML templates using CSS and PHP technique resulting in accessible website with limited management cost.

2005 - 2006 LEFAUCHEURMORGAN.COM, NICE, FRANCE

Responsible for the development of website to promote Morgan Lefaucheur sporting activities and attract new sponsors.

www.lefaucheurmorgan.com/flash-site.htm < (Currently on hold)

Project manager, Web Designer, Flash, HTML and PHP Developer

- Implemented Project Management process to deliver highly customized and visual website.

- Successfully created visual identity and user-interface resulting in vibrant and striking branding.
- Developed the entire website using HTML, Flash and PHP with addition of backend web-interface for user update.
- Led the re-evaluation and upgrade of the project to include the most up to date technology.
- Maintained the website after go live to ensure proper access.
- Developed small scientific animations using Flash, pictures manipulated in Photoshop or Illustrator, and digital videos.

2003 LPSC, Grenoble, France

The LPSC is a physics laboratory, part of the CNRS (France). [The museum of SARA](#) was a commemorative initiative about a major scientific project.

Project Manager, Visual Designer

- Conducted Interview and User Research to translate a complex subject into an intuitive and engaging experience.
- Created the graphical design of the CD-Rom

Educational & Training Qualifications

- 2004 - 2005 **DESS Editorial Webmaster** - (2-Years Master Third Level Degree) - University of Poitiers. France
- 2001 - 2003 **Bachelor Information - Communication with Major in Multimedia** - Stendhal University, Grenoble. France
- 1999 - 2000 **DEUG English LLCE** - (2-Years University Degree in English Literature and Foreign Civilisation) - Stendhal University, Grenoble. France
- 1997 - 1999 **BTS Communication des Entreprises** - (2 Years Technical Degree in Corporate Advertising) - Grenoble. France

Key Skills

- Web Design:** Proficient in using Adobe Photoshop, Flash, Illustrator, Fireworks, Sketching and Prototyping tools in their latest versions.
- User Experience:** Experienced in User-Centered Design methods (Card Sorting, Personas, User Testing, Market Research).
- Project Management:** Responsible for building and leading efficient cross-functional team.
Ability to handle budget and timeline around business rules and project constraints.
- Development:** Extensive experience in using web development software: Dreamweaver 8, CMS, Wordpress.
Proficient in HTML, CSS, JavaScript, PHP, ColdFusion, ASP, AJAX, and Actionscript.
Good Knowledge of XML, JSP, Lingo.
- Web Publishing:** Proficient CMS Administrator with experience in version control, user management, SEO optimization.
Training specialist for CMS and CRM.
- Others:** DTP: Quark X Press, Adobe Indesign - Office software: Word, Excel, Power point, Access, Project - Excellent Computer literacy Worked on PC windows environment, Familiar with Mac.

Languages and Interests

- **English:** Fluent (both written and spoken)
 - **French:** Native
 - **Norwegian:** Norskurs Intensiv Level 2
 - **Spanish:** Advanced
- Graphic Design, User Interaction, Music, Film, Internet, Reading, Playing drums and guitar in a band.
Snowboarding, Rugby, Squash, Long Distance Running
Travelling, New Technologies, Discovering different people and cultures. Creative DIY

References

Available on request