

Larry Eeles

Curriculum Vitae

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Portfolio of work – www.LarryEeles.com

Professional Experience

December 2004 / Present - Victor Chandler Business Services

Throughout my time at Victor Chandler, I have been promoted from Designer up to Head of Creative. Key responsibilities of my role include controlling and promoting the brand, and monitoring all the design output of the company as a whole. At present I manage a team of five. This number is increasing to seven in 2008. With a noted rise in brand awareness, the creative demands have meant an expansion from online companies and print ads, to direct mailers. Every piece of creative comes via myself for allocation of resource, and then approval before being released.

www.vcpoker.com / www.vccasino.com / www.vcgames.com / www.vcbet.com

Previous Jobs:

- University of Hertfordshire (7 Years)

Selective Achievements

- **VC Poker Redesign** – The old poker site was in need of modernising and bringing up to date. The process began by holding user groups and surveys. This was all then taken into account and the new structure formed. The design itself was brought right up to date by introducing a black, sleek reflective quality to the pages, and the structure was also tweaked. Improvements for SEO were made including floating DIV tag, a CSS Style menu, and headers and meta information were improved. Flash enhancements have also been added and XML feeds using some Ajax to present data on the pages. www.vcpoker.com
- **VC Casino Redesign** – The casino site has been in need of a redesign for some time. The new look site will follow the concept of the poker site, but will have some vast differences in usability. All the games will be clickable from the index page, simplifying the customer journey. Using Ajax tabs this will display all the games making them instantly playable, reducing the amount of clicks. New functions for the pages will be implemented with this new design, including instant play and XML leader boards. www.vccasino.com
- **VC Bet Revamp** – In progress at the moment is a new Bet site. This is being over seen by myself and includes reformatting all the existing sites to 1024x768, using bounding CSS to fill the screen. Again, the look and feel will be dictated by the Poker site, creating a universal and easily identifiable brand across all products, but will also include some new functionality to help us try and pre-empt future requirements. The biggest improvement here is that we will be including an online betting slip and live horse racing feed. www.vcbet.com

Education

Sept 2001/ Sept 2002	University of Hertfordshire	Hatfield
MA Digital Practices : Hyperfictions		
<ul style="list-style-type: none"> Passed Masters degree (September 2002) Graduated (November 2002) 		

Sept 1998 / Sept 2001	University of Hertfordshire	Hatfield
BSC (Hons.) Software Systems for the Arts and Media		
<ul style="list-style-type: none"> Second Level degree. Passed with Honours (September 2001) 		

Sept 1996 / Sept 1998	Sandown High School	Isle of Wight
GNVQ Art and Design		
<ul style="list-style-type: none"> Distinction (September 1998) 		
A – Level : Art and Photography		
<ul style="list-style-type: none"> Passed (B) (September 1998) 		

Sept 1994 / Sept 1996	Sandown High School	Isle of Wight
GCSE's		
<ul style="list-style-type: none"> 10 GCSE's (10: A – C) 		

Have used in the past - ☆☆☆

Used daily - ☆☆☆☆☆

<i>Programs</i>	<i>Skill Level</i>
Ajax / Ajax Sprys	☆☆☆☆
Dreamweaver	☆☆☆☆☆
Hand Code HTML	☆☆☆☆☆
Fireworks	☆☆☆☆☆
Photoshop	☆☆☆☆☆
Flash	☆☆☆☆☆
Flash ActionScript	☆☆☆☆

<i>Programs</i>	<i>Skill Level</i>
Illustrator	☆☆☆☆
Contribute	☆☆☆☆☆
Image Ready	☆☆☆☆
FTP	☆☆☆☆☆
Microsoft Office	☆☆☆☆☆
CSS	☆☆☆☆☆
Adobe InDesign	☆☆☆☆

Professional Training

- Corps Business Training – Ajax and Dreamweaver CS3
- Corps Business Training – Flash 8: ActionScript
- First line Management
- Red Cross - First Aid at Work (HSE approved)
- Team Building
- Problem Solving and Decision making
- Leadership Training
- Gold Duke of Edinburgh/ Queen Scouts

References

References are available upon request.