

JAMES RUSH

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PROFESSIONAL CAREER

February 2015 – December 2015 | *Branding UI/UX Design Lead, NuoDB*

NuoDB is a software company that has developed a new SQL database product for cloud-scale apps and connected devices.

My role at NuoDB was to design and develop the company's identity, both the company brand and the look and feel of the product itself. Working with a development team within an agile environment I was responsible for designing the corporate website, the interface for the product, company presentation material as well as brochure pieces and templates for a design team. I was responsible for creating and defining branding and style guides.

A major part of this role was responsibility for designing the information architecture and the user interaction design of the product, creating wireframes and visual designs of the product and developing the interaction design specifications and the design rationale. I was also responsible for testing and carrying out user research and analysing findings.

2006 – 2015 | *Creative Director, Surface*

Surface operates as a design consultancy to architects, structural engineers, quantity surveyors and interior designers. The company uses CAD applications to design and model interiors for domestic and commercial customers alike.

In this role I operated as the lead designer responsible for both the output of the company and the day-to-day operation. I managed a design team and represented the company to customers and suppliers as well as developing strategy and operating plans.

I designed and developed the company's brand, the website, and all the marketing material and advertising.

2003 – 2006 | **Design Lead, Wordsmiths**

A creative writing and design consultancy, Wordsmiths specialised in producing simple, creative, effective design for organisations involved in the arts.

In 2004 we were commissioned by The Arts Council to design and produce the catalogue, interactive CD and supporting material for the 'The Cracked Looking Glass' show as part of the James Joyce centenary year celebrations. I designed the identity for the show, the posters and flyers as well as the catalogue and website.

In 2003 I designed the critically acclaimed 'Holy Show' exhibition and website for The Chester Beatty Library as well as an interactive CD of the exhibition.

Clients include: The Arts Council, The Chester Beatty library, Taylor Galleries, The Graphic Studio Gallery, RITS, Inis Ink and Weston Classics to name but a few.

1997 – 2003 | **Art Director, IONA Technologies**

As the Art Director at IONA Technologies I managed a team that included graphic designers, web designers, and usability experts. I was responsible for generating creative solutions to briefs for both digital and print campaigns. This role meant working directly with both software engineers and marketing people.

My primary responsibility was the design of the various software products that IONA produced, the look-and-feel of the products as well as the packaging and supporting materials. Producing wireframe drawings of the products and developing them into prototypes for user testing was core to our designs process. We also storyboarded scenarios for the user personas that we developed.

The role involved collaborating with the software development teams and coordinating the multiple disciplines within the design team to produce the user interface for the products. We also produced interactive tutorials that complemented the documentation and web pages that supported the products.

I designed the IONA logo. I designed the IONA website. I was responsible for the design of the IONA Artix product suite as well as the Orbix range of products.

1995 – 1997 | **Graphic Designer, IBM Ireland**

My primary role at IBM Ireland was to support the marketing department with a graphic design function, designing campaigns, brochures, flyers, point-of-sale pieces as well as set design for IBM marketing events. I also worked with some of the IBM industry verticals, such as Insurance and Banking, to design and develop industry specific web sites for their offerings.

While at IBM I worked as part of the design team that developed the touch screen virtual reality tour for The National Gallery of Ireland. I designed the artwork for the CD version as well as the signage for the installation in the gallery and all the promotional material for the project.

1994 – 1995 | **Graphic Designer, IBM Ireland Software Lab (IISL)**

I was hired at IISL to design the user interface for the IBM FormTalk product as well as the product packaging and marketing material. This role meant working closely with the Usability Team and the software engineers as well as regular reporting and submitting of work for approval to IBM White Plains.

I designed the user interface for FormTalk which included the icons, the splash screens and dialogue boxes as well as the packaging and marketing materials for the product.

1990 – 1994 | **Graphic Designer, Rédacteurs**

Rédacteurs is an editorial and design consultancy that addresses the publishing requirements of high-tech firms. Its output included software documentation, reference manuals, guidance notes and process descriptions.

My role as a Graphic Designer at Rédacteurs was to design the documentation and product material and produce the various illustrations and graphics required for the software manuals that the company produces. This involved working closely with a writing team and liaising with software engineers and developers.

Clients include: Kindle, Glockenspiel, ESA (European Space Agency), National Irish Bank, Minitel and IDA Ireland.

EDUCATION

I studied Design Communication at Dun Laoghaire College of Art & Design.

SKILLS

- I have an expert working knowledge of the Adobe Creative Suite (Illustrator, Photoshop, InDesign, Muse, After Effects), as well as the 3D and CAD applications AutoCad and SketchUp.
- I have an excellent understanding of what makes good UX and extensive experience using wireframing and prototyping tools such as Balsamiq and OmniGraffle.
- I have a strong working knowledge of HTML, JavaScript and CSS and a wealth of experience developing wireframes and design compositions for desktop tablet and mobile applications. I have participated in all phases of product development from concept through development to prototyping and product launch.
- I have excellent collaborative and communication skills gained from my working environments which have been based in team settings where collaboration and co-ordination are essential.
- I have excellent presentation skills gained over the years having to explain and present creative ideas both internally and to clients.

I have always been passionate about art and design and about delivering high quality work in this area.

References available on request.