

# CAROL NAYLOR

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## Professional Experience

### May 2003 – Freelance Web Producer

Clients include –

**Department for Education and Skills** - Project Manager responsible for approximately 50 sites at various stages of development, from drafting initial business case through to on-going maintenance and redevelopment reviews of live sites [further details included in *Key Skills and Experience* below].

**Argos** – produced an e-commerce site for Argos's B2B division [see project examples in Appendix for full details]

**Brodeur Worldwide** – produced micro site for their UK office

**Plan B (formerly Nick Lane Associates)** - consultant on internet projects (currently at proposal stage).

### 1988- April 2003: Medi Cine Plc/Adelphi Group, London

1999–2003: *Director of Internet Services*

Project management, creative development, site strategy and long term maintenance/development [full details under *Key Skills and Experience* below and project examples in Appendix].

1997–1999: *IT Manager/Web designer*

Developing in-house web capabilities, building web sites, producing supporting multimedia and print material for sites (for use by sales reps. and at exhibitions), and providing general technical support for staff.

1995–1997: *Multimedia producer*

Multimedia program design and project management (for both CD-ROM and CDi). Won Bronze awards from the British Medical Association and a Silver Prix Leonardo. Projects include self-training programs, live workshops, sales support material (both for exhibitions/kiosks and personal presentations), and encyclopaedia. Also 6 months working in New York as part of two-person team setting up the US branch of Medi Cine's interactive division.

1992–1995: *Stock footage library manager*

Building and managing an in-house stock shot library both as an internal resource and as an external revenue generator.

1990–1992: *Picture researcher*

Picture and video research, including copyright clearance and royalty fee negotiation. Also involved in video editing (linear and non-linear, offline).

1988–1990: *Researcher*

Information research (pre-Internet), involved in development of proposals for video scripts, establishment of in-house stills library.

### 1986- 1987 State University of New York, Brockport, USA

Assistant teacher of English working with freshman students (while completing own MA Scholarship).

### 1982, 1983, 1984, 1985- 6 Royal Automobile Club, London

Librarian with special responsibility for developing nation-wide motoring history archive (part time whilst at university, then full time for 1 year until completion).

## Key Skills and Experience

### *New business*

- Monitoring overall web trends in relevant markets (reporting on user needs and the needs of potential or existing clients)
- Site strategy development including analysing performance of existing sites and setting milestones for ROI
- Creative input on specific projects at detailed proposal stage (both for intranets and extranets)
- Working with policy units in the public sector to develop strong business cases for new projects.
- Development of proposals integrating both online and offline media (e.g. branding to be used both for print pieces and web sites, online games that can be adapted for viral marketing, video animation developed for use in broadcast programmes, on CDs and for streaming online)
- Providing support materials for pitches (and participating in pitches)

### *Project management*

- Project scheduling (including proactive deadline management) and budgetary control
- Developing briefs for print and web designers and programmers
- Designing information architecture (including sites for content management systems)
- Commissioning new projects from framework suppliers (in the public sector) and thereafter liaising with them on behalf of relevant Govt. policy units.
- Working directly on projects (writing copy, setting up information architecture, developing graphics, producing page templates, page building)
- Monitoring development of public sector sites to ensure compliance with departmental operational guidelines (also acting as consultant on multimedia projects with web-based components).
- Usability and accessibility testing for web sites (including focus group evaluations) and project quality control overall.
- Client liaison during project development including alerting clients to new issues relevant to their interests and interpreting technical issues to non-technical clients (also liaising with clients' technical departments and third-party suppliers as required).

### *Site lifecycle management*

- Developing online projects as part of larger campaigns (working with branding guidelines, integrating with CD-based multimedia programs, scheduling production to meet external campaign deadlines, etc)
- Working with clients to establish long-term site strategies
- Maintaining relationship with existing clients to help identify possible new business
- On-going web site administration/maintenance, updating content, site promotion, community building (managing forums, opt-in mailing lists etc)
- Commissioning market reviews of live public sector sites prior to site redevelopment
- Redeveloping existing sites to accommodate new Government policy (including handling sensitive data on Bills currently before Parliament).
- Training clients to use content management systems for on-going site maintenance (both proprietary and custom-made systems).

### *General management*

- Software evaluation, purchase recommendation
- Recruitment of staff, team management, motivation, training and regular appraisal (for a team of 6)
- Hiring freelancers and negotiating rates

### *Current relevant software experience*

- Dreamweaver MX 2004
- PhotoShop 7
- Fireworks MX
- Adobe Premiere 6
- Flash MX
- Macromedia Contribute
- MS Project
- Cold Fusion/ASP

## Qualifications

**1986- 1987: State University of New York, Brockport, NY, USA**  
MA English (3.75 GPA)

**1982- 1985: Loughborough University, Leics. UK**  
BA English and History (Joint Hons) 2:1

**1975- 1982: Emerson Park School, Essex, UK**  
'O' levels: English Language, English Lit., Maths, French, History, Biology,  
Physics, Geography

'A' Levels: English, French, History

*References available on request.*

## Appendix: Project Examples

<http://www.argos-b2b.co.uk/>

This project was completed recently on behalf of Brodeur Worldwide for Argos Business Solutions. The site provides information on the business services offered by the company as well as allowing business users to order gift vouchers online using a range of payment methods.

The challenge was to restructure, redesign and expand a previous site that was unnecessarily reliant on Flash animation and required a rationalised navigation system. Moreover the new site would still have to meet the expectations of existing users familiar with the older site.

Traffic logs were used to evaluate current use of the site and the information architecture was restructured and expanded accordingly. New content was produced to provide more explanation of the services available and a design was developed which used an emphasis on colour to overcome a lack of available branding imagery.

<http://www.brainexplorer.org>

This is a project I originally produced as web designer in 1998 (producing site structure, interface and functionality) and then redeveloped and expanded for migration to the client's in-house content management system.

The site is designed as an illustrated encyclopaedia of information on the brain and was developed on behalf of the Lundbeck Institute which was seeking to raise its public profile as an educator in mental health.

<http://www.allergy.com>

<http://www.allergy.com/allergyServlet?a=AllergyMenu&u=helpfulResources/interactiveFeatures/interactiveFeatures>

The Flash elements on this page were developed as part of a wider project. Each model (encyclopaedia, game and prevalence map) was designed to be used with different relevant content on other Aventis-sponsored disease state sites (e.g. diabetes, cancer, allergy, infectious diseases, etc).

<http://www.worldwidediabetes.com>

<http://www.asthmagoal.com> (password protected)

Both these sites are designed to support Healthcare professionals.

The Worldwide Initiative for Diabetes Education is a coalition of Diabetes educators. The key feature of this site is a slide builder allowing visitors to design their own PowerPoint presentations from the library of slides provided.

Additionally, the site is used as a means of distribution for Worldwide's quarterly printed newsletters and patient communication sheets.

The GOAL study is a major clinical trial currently being performed by GlaxoSmithKline. This intranet provides participating investigators with dynamic study recruitment reports from Excel reports posted daily by the data monitoring company.

<http://www.ms-gateway.com> (note that the live version of this site has been redesigned recently although the information architecture I originally designed remains the same)

This site has been live since 1997. On average it receives approximately 20,000 visitors/month. The key challenge here was to evaluate the existing market for multiple sclerosis information online and develop content that would 'plug the gaps' and engage visitors as much as possible (within ABPI and European guidelines).

Although launched originally in English, core material was developed for translation from the outset and preview versions of the original site were used to get buy-in from the client's local affiliates. The site is now available in a total of 5 languages.

#### **Other sites:**

<http://www.adelphiqgroup.com>

<http://www.mapivalues.com>

These two sites were both developed for companies within the Adelphi group. The latter was originally produced as a promotional CD for distribution to clients. However, since a web site was also required, the CD was developed using Flash allowing the files to be further edited/optimised for use online.

<http://www.brodeuruk.com>

This is a micro site developed for the UK branch of Brodeur Worldwide. It was developed to match the design currently used for their promotional print pieces. The templates were produced specifically for future use with Macromedia's Contribute content management program for which I also trained the appropriate staff.