



Bio

I have spent the last 13 years in the design multi-media industry, experienced in print and magazine production, most of my experience has been in the digital/online industry. In 1998 I was part of a three man web company 'Walmac Interactive' specialising in rich multi-media websites, predominately using Macromedia Flash.

By 2001 I had built first e-commerce flash web site, and in 2002 I went overseas to work in London. My first job in London was with MTV UK, and I was responsible for building a multitude of flash applications, animations, games and micro-sites. After my contract ended in 2004 at MTV I continued as a freelancer, as well as other companies such as LBI, Archibal Ingal Stretton, Dow Carter, & Wunderman Interactive. In 2006 I started my own company 'Chop Designs Ltd' and apart from working with the large companies I also did a lot of work for my own clients.

In November 2007 I returned to Sydney, Australia and am trading as 'Chop Art' supplying freelance services in rich internet design/development, corporate identity, creative pitches, animation and 3D visualisation.

Skills

Programs

Day to day programs: Photoshop, Illustrator, Flash, Eclipse, Dreamweaver
Every other day: Maya, 3DSMax, After Effects

Code base

Very proficient in AS2, HTML, XML and quickly adapting to AS3. I also use PHP, MySQL and CSS in many of my projects.

Experience

December 2007 - Current

Director of Chop Art. Sydney

October 2006 - October 2007

Director of Chop Design Ltd. London

February 2004 - October 2006

Freelance Designer for MTV Networks Europe. London

February 2003 - February 2004

Senior Designer for MTV Interactive, MTV Networks Europe. London

October 1999 - May 2002

Art Director, Walmac Interactive, Euro RSCG. Sydney

January 1996 - January 1999

Art Director at Casper Publications. Sydney

February 1993 - December 1993

Jnr. Glassier at Heritage Glass. Sydney

Leon Wilson

Digital Designer/Developer

DOB: 13/08/1974

Nationality: Australian, Irish Citizen

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Mosman, NSW 2088
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www.chop.com.au

Flickr: www.flickr.com/photos/chop



Recent Links

Unless stated I have created these entire projects, from creative concept through to design and development.

Lunar Cycles Website

URL: www.lunar-cycles.com

Client: Lunar Cycles Ltd. - London

Flash based microsite with customised PHP/MySQL content management system

Optiver Australia Website

URL: www.optiver.com.au

Client: March Digital - Sydney

Flash based website data being fed through XML files

Aimee McWilliams Website

URL: www.aimeemcwilliams.com

Client: Aimee McWilliams - London

Role: Flash Development. AS2

Flash based web portfolio for Scottish Fashion Designer of the year 2007.

Diamond Bullet Production Website

URL: www.diamondbullet.co.uk

Client: Diamond Bullet - London

Flash based website showing the works of Directors Scott Rawsthorne and Jon Shaikh.

Dunhill Pursuits - 360 Degrees of Adventure - Microsite

URL: lbi.chop.com.au/dunhill/360pursuit

Client: LBI - London

Role: Flash Development. AS2

Flash microsite for the Dunhill Fragrance for men - Dunhill Pursuits.

Note: Link to local version as original has been discontinued.

MTV UK - Keepey Uppy - Flash game

URL: www.mtv.co.uk/games/keepy_uppy/

Client: MTV UK - London

Award: Flash Site of the Day - 25.07.2006

Flash based game created during the football world cup in 2006

MTV UK - Pimp My Ride UK, Series 1. Microsite

URL: mtv.chop.com.au/pmruk_s1

Client: MTV UK - London

Flash microsite for TV series Pimp My Ride UK series 1.

Note: Link to local version as original has been discontinued.

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Education

October 1998

Advanced 3Dsmax (6 Weeks Prt. Time)

St George Tafe, NSW, Australia

January 1994 - December 1995

Advanced Diploma in Graphics Design

Billy Blue School of Graphic Arts (Sydney)

1987 - 1992

Higher School Certificate (57.65TER)

Mosman High School, Sydney

Subjects: English, Math's 3U, Economics, Engineering Science 3U, Physics