

# HARSH SINGH

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[www.flashsculptor.com](http://www.flashsculptor.com)

(Samples of work)

[www.masteringflex.com](http://www.masteringflex.com)

(Developing a training portal on Flex Tutorials and Learning)

## Objective

I am looking for an opportunity to apply detail-oriented technical skills and creative talents in an on-site, contract or full-time Flash development or Web-Multimedia related role that offers upward skills and knowledge mobility.

## Professional Summary

- A self motivated, competent professional with **9 years** of experience, working in different areas of **IT, New Media, Education & Training** industry with a **Masters** in Multimedia and Information Design
- Networking with global clients and working in various cultures has helped me understand and acquire **strong interpersonal and communication skills**
- Specialized knowledge of **Web 2.0/Internet technologies, CBT-WBT development, Multimedia Design, Graphic Design & Print media**
- Trained on **Adobe Flex Builder (MXML)** and **Adobe Flash (ActionScript)** for **RIA** development
- Vast experience in developing **Information Strategies, User Interfaces, Web/Desktop Visual Themes & Print Solutions** for **over 100 clients** from variety of industry segments requiring high level design customization
- Strong experience in creating Interactive rich media applications using Adobe **Flash ActionScript** with a thorough understanding of **time-line based** and **Action Script** based animations and effects
- Extensive experience in designing **web pages** and **web portals** using **Dreamweaver, HTML, JavaScript, CSS**, including development of Wire frame models, Photoshop Mock-ups and rapid HTML samples
- Strong knowledge of **Web development life cycle** & Information hierarchy and developing **Information Architecture** for Web and Desktop based applications
- Over 4 years of experience using **Adobe Authorware 7** developing interactive learning applications requiring **UI Design**, Information mapping, graphics creation, delivery and deployment, usability testing and specification
- Extensive experience implementing **Instructional Design** theories **ADDIE** and **De4** (Design Concerns, Develop Solutions, Deliver Solutions, Demonstrate Effectiveness)
- Fluent in **User Interaction Design Processes** and techniques, understanding of **Section 508 Accessibility** guidelines, Cross-platform and cross-browser consistency
- Worked extensively providing web/print graphic design solutions and image manipulation using tools such as Adobe **Photoshop, Fireworks, Illustrator, and Corel Draw** etc.
- Exp. in designing **2D Animations** from brainstorming to concept building, storyboarding to development
- Exp. in **3D modeling** and animations using 3D Studio Max and Strata Vision 3D
- 3 years experience in designing and maintaining a **Database application** using Microsoft Access
- Worked extensively on **Video & Audio editing** projects including Flash FLVs for desktop and online screening. Coordinated Indoor/Outdoor **Video & Media Shoots** plus **VO recordings** with professional artists
- Conducted internal training sessions on developing Rich Media presentations using **Expert Level Microsoft PowerPoint** to groups of over 20 participants per session
- Handled **multiple projects** having strict deadlines, **client liaison** throughout the project life cycle, managed variety of **vendors**, handled **team sizes of 3-5** and extensive **project management**

## Technical Strengths

Web 2.0/Interactive Solutions -	Adobe Flash (ActionScript), Flex Builder, Information Mapping, XML, Dreamweaver, HTML, CSS
Graphic Design -	Photoshop CS3, Snag IT (Screen Capture), CorelDraw 12, Illustrator, QuarkXPress
Video-Audio -	Flash FLVs, Video Edit Pro, Adobe Premiere, Adobe Audition, Sound Edit 16
Multimedia Authoring -	Adobe Authorware 7, Captivate, Director, QuarkImmedia
3D Animation -	Swift 3D, 3DStudio Max, StrataVision3d, Poser
Office Tools:	PowerPoint 2007 (Help Expert Training), Access Database, Excel, Open Office
Platforms:	Flash Player 10, AIR, Windows 2000 Server, SAP, Mac OS

## **Career Progression**

[Trans Atlantic Systems](#), Atlanta, GA

Mar 09 - Present

### **Interactive Programmer**

- ❖ Project - Website development. Client - Momentum Group.  
Momentum Group is one of the leading providers of communications service, automotive services, real estate development services, publication services and textile services; driven by its core values of devotion to customer satisfaction, professional excellence, teamwork and integrity. The goal of the project was to create user interest UI, Wire Frames, Web pages, and on-line solutions based on a brand identity.
- ❖ Responsibilities:
  - Understanding the user and design & develop Information flow, UI & visual identity
  - Facilitated a technical discussion on Frames, Screen size and Flash
  - Design wire frames, site maps, prototypes and Photoshop/HTML mock-ups
  - Created attractive website using flash time-line animation and action script

[NIS Sparta](#) (Reliance Communications), IN

Nov 06 - Feb 09

### **Lead Multimedia Specialist**

- ❖ Worked with Asia's leading training, education and learning solutions provider. Responsible for overall development of rich media applications for over 100 clients from variety of different sectors - Auto & Oil, Telecom, Banking, FMCG, IT, Real Estate, Healthcare etc.
- ❖ **Received an Award** being the **Technology Champion** for skills in development of Interactive Learning Media
- ❖ As project owner I developed complete learning packages for number of Fortune 500 companies requiring high level information design strategies, basic to advanced level **user/audience analysis**, hands on development of various **interactive user applications** and **information based animations** using **Flash AS** requiring thorough understanding of delivery methods and technologies
- ❖ Implemented Cross Browser compatibility and also tested GUI techniques
- ❖ Worked on projects developed by world leaders in training - [Huthwaite UK \(SPIN Selling Skills\)](#), [Eagle's Flight Canada](#), [DISC profiling \(Inscape\) Denmark](#), [Crossknowledge France](#)
- ❖ Developed Visual styles and media libraries for variety of training programs, gaining thorough understanding of content - Automotive technology, Mobile Networks, IPTV), Leadership Skills, Sales Effectiveness, etc.
- ❖ Supported over 50 members of delivery team nationwide through various channels on technical knowledge & issues and centrally worked on projects from 5 different business locations
- ❖ Conducted interviews and **lead junior designers/developers** to integrate visual design and interactivity
- ❖ Guided and supervised the design team and performed the UI and Interaction testing
- ❖ Conducted internal training sessions on developing advanced presentations using Microsoft PowerPoint
- ❖ Technologies: Adobe Flash AS 2.0, XML, SCORM standards, Microsoft PowerPoint 2007, Photoshop CS3, Corel Draw 12, , Video Edit Magic, Sound Forge, Dreamweaver, Windows 2000 server, SAP

[New Media Notion](#), London, UK

May 06 - Oct 06

### **Web Interactive Developer**

- ❖ Worked on Web Development projects for mainly US & UK clientele, offering conceptual and technical services
- ❖ Created highly usable web design solutions with focus on user experience and compliance to standards Flash demos, interactive flash animations with action script
- ❖ Visual Conceptualization of Web sites & work flows. Designed marketing emails and other promotional graphics

[Bridgend College](#) South Wales, UK

Sep 02 - April 06

### **Senior Multimedia Developer**

- ❖ Joined the project as a designer to develop 11 Computer/Web-Based-Training applications for management qualifications (**Six Sigma**, **5S**, **Kaizen**, Lean manufacturing, SPC) in an in-house New-Media department of the college. Promoted to managing the entire development as Senior Multimedia Developer within an year
- ❖ Responsible for conceptualising interactive exercises, **designing and implementing multimedia animations** and **graphical user interfaces** from initial concepts to complete **information architecture** and thorough **quality testing** of the modules
- ❖ Conducted several JAD sessions for arriving at the final requirements

- ❖ Constructed and evaluated prototypes in accordance with standards
- ❖ Conceptualized graphics and produced sample layouts and edited and modified based on feedback from immediate supervisor
- ❖ Worked closely with the senior management to ensure quality control targets are met and production deadlines are achieved as per the designed flow. Co-ordinate the development with technical content experts (SMEs)
- ❖ Technologies: Adobe Authorware, Adobe Flash, Photoshop, and Voice-Over recording and editing (Sound Audition)

[Abbey National plc](#), South Wales, UK  
**Database Administrator** (F/T to P/T hrs)

July 02 - July 05

- ❖ Project - Database application for the business banking centre to Quality check the information stored about customer accounts; generating staff performance statistics and overall monthly quality control graphs
- ❖ Involved in overall development of the application and regular updates, training other departments, generating and presenting monthly reports. Technologies: Microsoft Access, Windows 2000 Server, SQL

[Wax to Web](#), London, UK  
**Freelance Web Designer**

July 01 - June 02

- ❖ As a self-employed designer I developed web presence for a number of different clients, managing **complete life cycle** of **web design projects**. Worked on conceptualising visual styles, information flow, front end development, Set-up **Web Shops** using **Miva Merchant** and testing
- ❖ Designed logos, web templates, banner-ads and other promotional graphics for e-Marketing

[Draft FCB](#), Oxford, UK  
**Creative Web Designer**

Mar 01 - June 01

- ❖ Worked in the digital marketing division of DraftFCB, one of the premier integrated global direct marketing communications company in the world. As a sole designer in a team with technical programmers, I was involved in designing websites, flash animations, graphics and e-Newsletters
- ❖ Project - Conceptualised and designed company's corporate presentation to target prospective clients. Involved in brainstorming the requirements with the account managers, developing information flow and final development and packaging using Adobe Flash

Full Details Limited, Cardiff, UK  
**Technical Web Designer**

Nov 00 - Feb 01

Poly Web Internet Services, Newport, UK  
**Web Designer**

Apr 00 - Oct 00

## **Academic Qualification**

**M.A Multimedia and Information Design**  
 University of Wales Newport, UK

**Bachelor of Commerce (Honors)**  
 Delhi College of Arts and Commerce, IN

## **Professional Training**

**Adobe Flex Builder 2.0 - Developing Rich Internet Applications**  
**Adobe Flash Advanced Action Scripting 2.0 (Level 1 & Level 2)**  
 Tekno Point Multimedia, (Adobe Authorised Training Centre)

**Masters Diploma in Visual Communication**  
 (IIT) Indian Institute of Technology, N Delhi

**Diploma in Multimedia**  
 School of Multimedia, Art and Technology, N Delhi