

# ALISTAIR DARK

0401 197 576  
16 Allister St Boondall 4034  
[ali@alidark.com](mailto:ali@alidark.com)

[alidark.com](http://alidark.com)



## SUMMARY

A university graduated designer with a knack for the bigger picture and an energetic dedication to the task at hand.

Skilled in graphic and web mediums but desiring to focus on interaction and experience design.

## OBJECTIVE

To work with a mature team on projects that will create real-world value through excellent user experiences.

## ■ EXPERIENCE

**aXcelerate**  
Software as a service for RTOs

July - November 2017

**Responsibilities:** web design and development, service design, client liaison, product design.

**Reference:** Julian Tetsworth  
Online Enrolments Coordinator  
07 3215 8888 +817

**Renata Jayne**  
Children's entertainment

March 2013 - 2014

**Responsibilities:** web design and development, e-publishing, packaging design, page-setting and pre-press, audio production.

**Reference:** Renata Halpin  
Children's entertainer and author  
0412 775 678  
[rj@renatajayne.com](mailto:rj@renatajayne.com)

## ■ EDUCATION

### BFA Interactive and Visual Design

Queensland University of Technology  
2014 - 2017

### BA Sociology and Political Science

Griffith University  
2006 -



## ■ VERSATILE

I consider design to be a technique that can be applied across multiple industries and not limited to any medium. I enjoy any work that includes an element of conscious, iterative problem solving, and always seek to represent the user as well as the organisation.

### INTERACTION DESIGN

My years as a web design freelancer not only left me with strong HTML and CSS, evident on my handcrafted website [alidark.com](http://alidark.com), but have ingrained a keen sense of usability. I enjoy interaction design and although so far my work has been limited to the web, I look forward to working in other interactive mediums. I have also been curating the popular magazine [Design & UX Reads](#) for several years as part of my learning process.

### VISUAL DESIGN

I have branding and illustration experience, demonstrated in my portfolio at [alidark.com](http://alidark.com). You will also see that my visual sense adapts to need and I can work with quality across multiple styles. I've branded businesses and products, designed illustrated print booklets and enjoy creating graphic art. I'm also a keen photographer with professional event experience.

### RECENT CREATIVE PROJECTS

■ **DM-DyingSun:** A level designed for the PC game Unreal Tournament, with original music. Visually, an experiment in translating flat design into a modern 3D experience. Produced in the industry leading Unreal Engine. [View on YouTube](#)

■ **How We Do It:** An electronic music track produced in Logic Audio. [Listen on SoundCloud.](#)

### OTHER DESIGN AND CREATIVE PROJECTS

My creative projects extend to music production, level design (for games - a great learning in purpose driven design with multiple criteria variables and testing and iteration). I have also successfully developed an innovative non-dairy cheese that has proven itself to be world-class. This was a six month process of iteration and user testing, detailed on my website.



## ■ MATURE

All of my work has involved client liaison and while this was at first challenging, over the years I have realised the importance of setting expectations and then providing a great *experience*. I enjoy supporting colleagues as much as possible and avoid gossip and judgment. My outlook is bright and I take pride in the work I do knowing that it will create meaningful value for someone. You will find me a pleasure to work with, if not slightly humorous. I do have a tendency to identify problems but I have learned to frame these as opportunities to create greater value within the brief.

# ■ CORE DESIGN PHILOSOPHIES

Adapted from my [about page](#) and [Furry Thoughts](#)

## **SIMPLE IS NOT MINIMAL**

Simplicity is a quality determined by the user's ease when they interact with a product. Something minimal may be simple. Be minimal with caution.

## **SHOW, DON'T TELL**

Lead people to their own conclusions. The more people decide for themselves, the stronger your impression.

## **BUSINESSES SHOULD BE DESIGNED TO BE BUSY**

When business is going well, or product is successful, more people are experiencing it at it's most compromised. Build the capacity for success into products from the start.

## **TREAT EACH OTHER LIKE YOUR BEST CLIENTS**

It's difficult to build relationships when you are struggling to manufacture your own happiness. Treat each other like your best clients: a great team atmosphere will be passed along.

## **COOK CHIPS HOW YOU LIKE THEM**

There are a million ways to cook chips and you can't please everyone. Your chips will be tastier to more people when you know, personally, that you've got them right.

## **THERE IS ALWAYS A WAY**

Working with what you have means getting creative within restraint - which often leads to better results than shelling out for more tools and resources.

For this reason I avoid stock art and photography, rarely purchase new software, and keep computers and devices for 4+ years. The world needs technology, but with creativity we could do so much more with what we've already got.

# ■ MY MOST RECENT WORK

I have recently completed a six month contract at aXcelerate, who provide student management software to training organisations. I was brought on to help RTOs integrate enrollment forms with their website via an API based plugin.

The role was challenging due to the plethora of variables on both the client and aXcelerate side making projects slow and complex. A month into the position I worked on a [presentation](#) outlining the issues with the plugin model and proposing a replacement. After this was passed on, I worked with what we had, streamlining the processes and improving client expectations.

The role was thus a great challenge and highly enjoyable in many respects. I invite you to talk with my immediate manager Julian Tetsworth, listed as a reference above. Ask about my commitment to the customer experience and product viability, and also about my rapport with clients in otherwise difficult circumstances.

