

# Curriculum Vitae

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## Michael Efford

BA. Design (Multimedia Design) (Honours)

BA. Industrial Design (Honours 1<sup>st</sup> Class)

Updated: January 2018

## Personal Details

Name	Michael Efford
Date of Birth	21 April 1977
Nationality	Australian Citizen
Phone Number	+61 (0)429 209 798
Email Address	michael@michaelefford.com.au
Portfolio Website	<a href="http://www.michaelefford.com.au">http://www.michaelefford.com.au</a>

## Overview

### Bio

After completing a BA Design (Honours) in Multimedia Design in 2001, and after a 3-year stint as a sessional academic in the fields of web design and 2d & 3d animation, Mik became, amongst other things, a freelance web and graphic designer.

Through his freelance and studio experience he has developed a broad spectrum of creative and nerdy skills including: graphic design, web design, photography, 2D & 3D animation, interactive app design, front and back end web development, service design, user experience design, usability & information architecture.

In 2010, Mik followed one of his hobbies through and branched out into the world of industrial design, with the formation of [Bamboo Bikes Australia](#), where he designed and built 4 bamboo and carbon fibre bikes.

With an increasing interest in this world of tangible design, Mik started a BA in Industrial Design at RMIT in 2014. He graduated in December 2017 with First Class Honours and is now pursuing work in the fields of product and service design.

Put simply, Mik likes creating and building things that work just as beautifully as they look. He focusses on simplicity, usability and accessibility and is a strong believer in the term “form follows function”.

## Current Employment

### Mik Efford Design

1999 – current

<http://www.michaelefford.com.au>

### The Last Domain Name Left

2010 – current

<http://www.thelastdomainnameleft.com>

### Moreland Energy Foundation

May 2013 – current

<http://www.mefl.com.au>

### RMIT School of Design

March 2016 – current

<http://rmit.edu.au>

### Freelancer Designer

Undertaking industrial, graphic design, photography and front-end web design and development projects for small businesses and creative individuals.

### Owner & Systems Administrator

Website & email hosting services for small businesses and creative individuals.

### Graphic Designer

Undertaking graphic design, photography and front-end web design on a casual basis.

### Sessional Lecturer

Lecturing and tutoring the System & Service Design Visualisation class.

## Employment History

### Bamboo Bikes Australia

April 2010 – November 2013

### Nazori

Dec 2012 – May 2013

### We Are Digital

Dec 2010 – Jan 2010

<http://wearedigital.com.au>

### Oxfam Australia

Apr 2006 – Apr 2010

<http://www.oxfam.org.au>

### Owner & Frame Builder

I designed and built bamboo bicycles under my own brand for the Australian market.

### Interface Designer

Contracted as an interface and graphic designer for a mobile phone application called Dealer Drive. I was responsible for prototyping, UX design and graphic design of both the iPhone app and the web app.

### Graphic Designer

A 2-month contract as a graphic designer, working on high-end fashion and cosmetics websites.

### Graphic & Front-End Web Designer

I designed and maintained Oxfam Australia's portfolio of websites as well as developing new sites as needs arose. Roles included graphic design, front-end development, A-B testing, back end development, Flash animation, systems administration and lots more!

**Papercut Media**  
May 2005 – Nov 2009  
<http://www.papercutmedia.com>

### **Graphic & Web Designer**

A wide-ranging role including identity, print and web work for local non-profits, artists and community organisations.

**Cube 7**  
Aug 2004 – May 2005

### **Senior Designer**

Roles included complete project management, graphic design, front-end design, content management and liaison with programmers and production staff.

**Curtin University of Technology**  
Feb 2003 – Nov 2003  
Mar 2000 – Jun 2002

### **Sessional Lecturer & Tutor in Advanced Internet Design and 2D & 3D Animation**

Within the Faculty of Design, I taught technologies such as Coldfusion, XHTML, CSS, 3D Studio Max, Flash and gave theoretical lectures relating to graphic design, typography, colour, usability, multimedia design & development.

**Pretzel Logic**  
Apr 2002 – May 2002  
Dec 2000 – Jan 2001

### **Flash Animator**

Contract Flash animation and Actionscripting for a CD-ROM based project.

**Solar Dwellings**  
Aug 2000 – Aug 2004

### **Web Designer & IT Consultant**

Website development and maintenance, print based graphic design and computer consultancy.

**ADI Limited**  
Jan 2000 – Apr 2000

### **3D Animator**

Produced a 3D animated flythrough of a command control centre for a CD-ROM presentation.

## Technical Skills

### Programming Languages

Hyper Text Markup Language (XHTML) – Expert

Cascading Style Sheets (CSS) – Expert

PHP – Highly proficient

Actionscript (Flash) – Skilled

Javascript (JS) – Skilled

SQL – Skilled

Arduino based C/C++ - Skilled

### Software Knowledge

Adobe Creative Suite

Axure / Adobe XD / Mockingbird / Marvel

Autodesk Fusion 360 / 3D Studio Max /

Solidworks

Microsoft Office

MAMP Stack (Apache, MySQL, PHP)

Google Analytics Suite

## Education

2015-2017

Bachelor of Arts in Industrial Design (Honours),  
Royal Institute of Technology, Melbourne,  
Australia.

2000–2001

Bachelor of Arts in Design (Honours),  
Curtin University of Technology, Perth, Australia.

1998–2000

Bachelor of Arts in Multimedia Design,  
Curtin University of Technology, Perth, Australia.

1997–1998	Advanced Certificate in Computer Systems, Engineering at AMTC, TAFE (1st Year Completed), Perth, Australia.
1996–1997	Bachelor of Science in Computer Science, Murdoch University (1st Year Completed), Perth, Australia.
1990–1994	Kalamunda Senior High School.

### Student Awards

2001	Winner of the Executive Deans Award for Humanities for the Students of Design Association (SODA) project.
2000	Winner of "Best of the Web" at the Curtin Multimedia Design Graduate Exhibition
2000	Honourable Mention for "Best 3D Animation" at the Curtin Multimedia Design Graduate Exhibition
2000	Honourable Mention for "Most Enjoyable Multimedia Experience" at the Curtin Multimedia Design Graduate Exhibition
2000	Honourable Mention for "Most Outstanding Project" at the Curtin Multimedia Design Graduate Exhibition

### References

Available on request.