

Gavin Hall

INTERACTIVE DESIGN

Prague, Czech Republic

work@magnet.pro

+420 736 60 02 52 office

A specialised interactive designer for the web, with a focus on structural and typographic design. 12 years experience with diverse clients across Europe, North America and the Middle East, ranging from the travel industry to petro-chemicals to organics to retail.

Hold British nationality, based in Prague and travel regularly.

Experience

Web Design

Produced over 80 site designs for a wide range of clients, including some larger outfits such as AOL, Lastminute, Egg and Ebookers, to smaller independent companies covering a wide range of industries.

Application Coding

Developed many ecommerce systems, from cart-based retail sites to ticket reservation engines. Also built many adaptations of WordPress, TextPattern, Expression Engine and OpenCart applications.

Strategy

Created a range of online campaigns, specifically within the travel sector, and established complex tracking procedures to improve results for a range of clients and campaign types, from 3-year content distribution strategies to short-term viral marketing initiatives.

History

Lead Developer

Online Travel Group

London, UK

May 2002 - Nov 2005

Ran a small team of developers, building a CMS, a CRM and a complex ticket reservations system for flights, hotel reservations and ground transportation.

Links

<http://gavinhall.com>

Personal site

<http://magnet.pro>

The team

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