

Ollie Campbell

CAREER OBJECTIVE

I aspire to make the world a little bit better by making things that people love to use.

PORTFOLIO

<http://www.ollie.net.nz>

CONTACT DETAILS

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I specialise in user centered design, interactive development and working with teams.

I've led the user experience design of **high profile websites**¹, **online communities**² and **mobile apps**³. I've **worked with large organisations**⁴ to define **strategy**⁵ through **user research**⁶. I know a lot about user centered design **principles**⁷ and **techniques**⁸. I'm currently doing part time **postgraduate study in psychology**⁹ to better understand human behavior.

I have a **degree in computer science**¹⁰ and a lot of experience in **interactive development**¹¹. I've led the interactive direction of **award winning sites**¹². I believe in using interactivity to **communicate complex ideas**¹³ in fun, tactile ways. I've designed and prototyped **games**¹⁴ and **new kinds of interfaces**¹⁵.

I've worked in various **leadership roles**¹⁶, directing and mentoring people. I've built teams of **designers**¹⁷ and **developers**¹⁸ from scratch, and defined their **purpose, goals and approach**¹⁹. I've also worked as part of agile, **multi-disciplinary project teams**²⁰.

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1. I've worked on sites with clients like Honda, Sony Ericsson, NAB and many others.
 2. I co-designed the information architecture of Australia's World Cup bid website for the FFA, which gained over 500,000 members. I also oversaw the user experience design of PlanBig for Bendigo Bank.
 3. I've overseen the user experience design of apps for clients like Honda and Book a Restaurant. I also designed the interface of a multi-player chess app for the iPhone.
 4. I've facilitated requirements gathering, client workshops and ideation sessions for clients like Honda, The Melbourne Convention Center and many more.
 5. While I can't talk about specifics, I can say that I've worked on digital strategy for several large companies.
 6. I've proposed and participated in qualitative research for clients like Honda, NAB, Sensis, Bendigo Bank, Myer and many more.
 7. My working principles are based on the Agile Manifesto, IDEO's human centered design, 37signals's Rework etc.
 8. I defined the user centered design process for the user experience team at DTDigital/Ogilvy Melbourne.
 9. I'm studying towards a Graduate Diploma of Psychological Studies at Deakin University.
 10. I have a Bachelor of Science in Computer Science from Victoria University.
 11. I have expert knowledge of Flash and object oriented AS3. I have some experience in iOS development, Javascript, SQL, Python, C++, Java, PHP, WordPress, MediaWiki and various other platforms and languages.
 12. I've won FWA and Adobe Site of the Day awards, and many other industry awards in Australia and Holland.
 13. View the Honda case study on my portfolio site to see how we explain the technology of their vehicles in interactive ways.
 14. You can see examples of my Flash and iPhone games for clients like Sony Ericsson, and the FFA on my portfolio site.
 15. You can see examples of my experimental interfaces on my portfolio site.
 16. See my employment history on the next page for more detail about leadership roles that I've held.
 17. I founded and recruited the user experience design team at DTDigital/Ogilvy Melbourne.
 18. I built the award winning interactive team at DTDigital/Ogilvy Melbourne.
 19. You can see examples of this in the methodology wiki that I put together for the user experience team at DTDigital/Ogilvy Melbourne.
 20. View the Honda case study on my portfolio site to see how I facilitated the user experience design phase and oversaw the agile build of their website.

EMPLOYMENT HISTORY

June 2010—Present

User Experience Director

DTDigital/Ogilvy Melbourne† Melbourne, Australia

A member of the DTDigital leadership team, overseeing the user experience design process, working with project teams and managing a team of User Experience Designers and Researchers.

April 2007—June 2010

Interactive Director

DTDigital/Ogilvy Melbourne† Melbourne, Australia

A member of the DTDigital leadership team, leading interaction design projects and managing a team of Interactive Designers/Developers.

† DTDigital was acquired by Ogilvy in 2007. These roles spanned both companies.

August 2006—April 2007

Freelance Interactive Designer/Developer

Self-employed (sole trader) Melbourne, Australia

Working for various design agencies in Melbourne on a wide variety of interactive projects.

August 2004—July 2006

Lead Interactive Developer

MediaCatalyst Amsterdam, Holland

Working as part of the Creative Team (comprised of Designers, Copywriters and Interactive Developers).

December 2000—April 2004

Web Developer

Outwide Wellington, New Zealand

Working on a wide variety of complex websites as part of a small production team.

References for all positions are available on request.

EDUCATION

*2010—2013
(expected)*

Graduate Diploma of Psychological Studies

Deakin University Burwood, Australia

1997—2001

Bachelor of Science in Computer Science

Victoria University Wellington, New Zealand