



# Mike Kidd

Senior Web & Mobile Development Designer

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## Summary

A Senior Web & Mobile Development Designer with over 10 years experience in digital media & technologies. Currently working as part of the Digital Design, Apps & UX team within the Digital Media department at MTV, Viacom. I'm a friendly approachable northerner who's extremely motivated, adaptable & ambitious. I have big ideas but believe it's all in down to execution, which is my forte.

## Experience

### Senior Web & Mobile Development Designer

MTV Networks/Viacom  
[www.mtv.co.uk](http://www.mtv.co.uk)  
[www.viacom.com](http://www.viacom.com)

February 2012 – Present. London, United Kingdom.

As an integral part of the Digital Design, Apps & UX team within the Digital Media department at MTV, Viacom. I specialise in iOS & mobile where I design, develop & maintain a number of international applications for regions such as UK, Ireland, Australia & New Zealand. I'm responsible for the MTV News applications which created a new revenue stream for Digital Media when we launched the first iteration when the Apple App Store launched. I also create promotional applications for flagship MTV programs such as Geordie Shore & The Valleys, which also generate revenue via paid & advert funded models.

### Director - Creative Designer & Developer

KidDotCo  
[www.kidd.co](http://www.kidd.co)

February 2013 – Present. London, United Kingdom.

I am also currently director of **KidDotCo** a venture both my brother Paul ([kidd81](#)) and I started. This last year we have enjoyed working with a wide range of companies and start up businesses from all over the world. We are also working on range of iOS & Android applications slated to launch later this year.

### Flash Development Designer

MTV Networks/Viacom  
[www.mtv.co.uk](http://www.mtv.co.uk)  
[www.viacom.com](http://www.viacom.com)

February 2010 – February 2012. London, United Kingdom.

Responsible for designing, developing & maintaining bespoke websites, microsites, games, promotional material & text-to-screen applications for broadcast for MTV UK's portfolio (MTV Music, Base, Dance, Hits, Rocks, Classic, Vh1 and Viva). Primarily I worked on Flash and web-based projects. I also built broadcast applications such as Love Match & Match Maker using SMS text-to-screen technology which ran on MTV UK, MTV Hits & MTV Base. Viewers could match themselves with their partners to see how they match using a custom algorithm. These improved both channel engagement & revenue.

### Designer

MTV Networks/Viacom  
[www.mtv.co.uk](http://www.mtv.co.uk)  
[www.viacom.com](http://www.viacom.com)

April 2006 – February 2010. London, United Kingdom.

I designed websites, microsites & promotional media for the growing MTV online brand and its other channels such as Viva & Comedy Central. I've been part of multiple MTV UK rebrands, show promotions & worked on various web platforms.

### Flash Designer

Channel 7 Media  
[www.channel7media.com](http://www.channel7media.com)

November 2005 – April 2006. London, United Kingdom.

I worked as a Flash Designer building bespoke microsites for a small, yet growing digital agency. Here I created concepts which led to final executions for clients such as Royale International INC to ITV. Our projects for ITV included their flagship children's programme Captain Scarlet.

### Print/Web Designer

First Choice Holidays  
[www.firstchoice.co.uk](http://www.firstchoice.co.uk)

March 2005 – November 2005. London, United Kingdom.

I worked across both the print and web design teams at First Choice Holidays. I designed anything from brochures, leaflets, posters to custom-built user interfaces for their digital services. Building on an already well established brand.

## Key Skills

Design  
Development  
UX  
Adobe Creative Suite  
Xcode  
CSS  
HTML  
Drupal  
Actionscript  
Illustration  
Animation  
[More...](#)

## Education

### Middlesex University

Bachelor of Arts, Visual Communication Design (Illustration)  
1999 – 2002

### The Grimsby College of Tecnology and Arts

Foundation Course, Art and Design Foundation Course  
1997 – 1999

### The Lindsey Sixth Form

Art and Design, English Literature, English Language  
1995 – 1997