ACS RECOGNITION OF PRIOR LEARNING (RPL) FORM - 2019

IMPORTANT NOTICE:

This document is required to be completed for all Recognition of Prior Learning (RPL) applications and uploaded as a PDF document (*converted from word*) to the application form. Please note scanned versions will not be accepted.

Please refer to the ACS Recognition of Prior Learning (RPL) Instruction document which provides detailed information in order to complete this form.

Applicant Name	
Applicant Email Address	
Applicant Date of Birth	DD/MM/YY

Please complete the following 2 sections:
1. **Section 1 - The Key Areas of Knowledge**
2. **Section 2 - RPL Project Reports**

SECTION 1 – KEY AREAS OF KNOWLEDGE

In the following expandable typing areas, explain **how you have acquired your in-depth knowledge** in these topic areas through your professional experience.

Please refer to the ACS Recognition of Prior Learning (RPL) Instruction document for more detail

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Essential Core ICT Area of Knowledge: My main topic is ICT Professional Knowledge and subtopics are Professional Expectations and Communication.

How have you acquired this knowledge in your working environment? Illustrate your depth of knowledge.

Professional Expectations
I have developed expertise in various technologies and software related to web development. Specifically I have intensively used Adobe Creative Cloud Suite and other associated applications. I have used WordPress,   HTML5 & CSS for front-end web development and have successfully incorporated various audio and video formats in presentations. My solid understanding of UX and UI design, and the variations between the web, mobile and desktop applications has helped me to analyse, design and develop several websites.

Communication
I have been involved in building and implementing communication strategies for the organizations that I have worked for. From my university days I had worked as a student reporter and editor for the student magazine. I have several published articles showing my developed communication skills and ability to accurately document and report information. During my internships I wrote media releases, handled document translation, proofreading and editing content. These skills honed by communication skills, improve diction and ability to effectively communicate my ideas, opinions and interpretations effectively. With my work with RAM investment advisors I have been developing and managing production and placement of social media content, managing digital content strategies. I

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have also been designing and developing marketing materials including corporate and product specific videos, and presentations.

General ICT Area of Knowledge: My main topic is Technology Building and subtopics are Human Factors and Information Systems Development and Acquisition

How have you acquired this knowledge in your working environment? Illustrate your depth of knowledge.

Human Factors
My design of the corporate website was influenced heavily by the UX or Customer experience and Customer Journey from a new customer to loyal customer generating consistent revenues. Corporate communications and marketing strategies are aligned to the user preferences, and matching products and services to perceived or real user needs. My role involved improving user experience, better perception of company's product and services with improved resultant loyalty and repurchase/recommending intentions and prevention of user churn to competitors and alternate solutions.
I integrated design with multimedia testimonials, and service/product benefits while highlighting ease of use with the aim of covering the full range of experience of a user around digital or traditional means covering the available products and associated services. User experience creation helped me to focus on how the product facilitated user needs resolution and how I could improve the user feeling when they were using or engaging with the product/services through the website.

Information Systems Development and Acquisition
I have worked with external IT programmers to improve the functionality and user experience of the firm's online reporting platform. I have also liaised with IT providers regarding web-related issues, including hosting, user access, website backup, web server security business continuity and disaster recovery planning. I worked with network specialists to improve website security, manage the quotas. I also ensured streamlining videos and optimizing the media files for professional outputs and improving the brand presence. The product specific videos were professionally remastered to uplift brand image and improve product positioning. My role in assisting in planning and implementing the firm's digital communication strategies. I helped in designing interactive content association so the users could be guided though customer journey, capturing user feedback and making it simple for user to navigate. I ensured a simple and attractive visual design that would complement and enhance user experience and reinforce trust in the brand. I was managing Search Engine Optimization so feedback from user and google analytics helped me to align website for best SEO ranking and to improve brand visibility.

SECTION 2 - RPL PROJECT REPORTS

The purpose of these reports is to enable you to demonstrate your command and implementation of the Areas of Knowledge described in Section 1 of this application.

Please refer to the ACS Recognition of Prior Learning (RPL) Instruction document for more detail

Project Summary:			
	Project Name	**Start Date**	**End Date**
Project 1		mm/yy	Mm/yy
Project 2		mm/yy	Mm/yy

Project 1: <project name>

1.   Project Summary

1.1.   Identification

Client's Company Name	Legal Name of Entity
Business Address	Street Address Suburb State Postcode Country
Contact Numbers	Tel: Telephone (include country and area code)	
Web Address	Web address
Email Address	General email address
Nature of project	
Location of project	
Name of your employer	

1.2.   Duration

	From	To
Total project duration	09/15	05/16
Your involvement	mm/yy	mm/yy

1.3.   Resources

	Number
Your team size	
Total project team size	

1.4.   Personal Involvement

Please list the phases of the project in which you were personally involved

Start	Completion	Phase Description
mm/yy	mm/yy	
mm/yy	mm/yy	
mm/yy	mm/yy	
mm/yy	mm/yy	

1.5.   Describe your role(s) and responsibilities in the project.

My role is a Multimedia Specialist, my daily responsibilities include:
- Managing design, development and maintenance for corporate website www.ramgroup.com
- Managing Search Engine Optimization projects for corporate website
- Designing and developing marketing materials including corporate and product specific videos, presentations and social media content - I'm responsible for the design and creation of all videos uploaded here https://www.youtube.com/channel/UCex5O6M5_Kw7ynmPeGNll5w/videos
- Planning, implementing and monitoring the firm's digital communication strategies
- Liaising with IT providers regarding web-related issues, including hosting, user access, website backup, web server security and disaster recovery planning

2. Business Opportunity or Problem

2.1. Describe the business opportunity or problem(s) this project addressed.

I'm responsible for the design, development and maintenance for the www.ramgroup.com website. The website project was started in September 2015 and was completed in May 2016. The website is built on WordPress. I worked closely with Management team and the Client Advisors team on each webpage. They provided me with information/data in Word file and I turned them into webpages with images.

3. Solution

3.1. Discuss your contribution to the solution, project or engagement.

I was involved from the design stage to implementation and support of the website. The website is built on WordPress. I also used the following WordPress Plug-ins

Advanced Custom Fields Pro
Customise WordPress with powerful, professional and intuitive fields

ARI Adminer
Powerful, compact and easy to use database manager plugin for WordPress.

Check Email
Check email allows you to test if your WordPress installation is sending emails correctly.

Classic Editor
Enables the WordPress classic editor and the old-style Edit Post screen with TinyMCE, Meta Boxes, etc. Supports the older plugins that extend this screen.

EWWW Image Optimizer
Reduce file sizes for images within WordPress including NextGEN Gallery and GRAND FlAGallery. Uses jpegtran, optipng/pngout, and gifsicle.

Gravity Forms
Easily create web forms and manage form entries within the WordPress admin.

Imsanity
Imsanity stops insanely huge image uploads

Insert Headers and Footers
Allows you to insert code or text in the header or footer of your WordPress blog

New RoyalSlider
Professional image gallery and content slider plugin. Activation and deactivation of plugin keeps data. "Delete" removes all data and settings completely.

TablePress
Embed beautiful and feature-rich tables into your posts and pages, without having to write code.

Velvet Blues Update URLs
This plugin **updates all urls in your website** by replacing old urls with new urls

WP Mail SMTP
WP access restriction and user registration

Yoast SEO
The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more.

3.2. Describe any design or problem solving methods you used on this project.

I used brainstorming, mind mapping and setting up a feedback loop to ensure that user feedback as well as stakeholders input is catered to and website accurately reflects the user sentiments

3.3. List the major deliverables of the project that you were responsible for or contributed to.

Design of the website, coding and development in WordPress, implementation and maintenance of the website, Social media management and User Experience Design.
The major deliverable - corporate website can be visited live at www.ramgroup.com

4. Results

4.1. Was your solution implemented? If so, describe the role, if any, you had in the implementation.

The website was launched. I had a major role in design and ensuring the website accurately reflected the corporate brand image. I managed the social content and ensured that digital communication strategies accurately reflected organizational brand image. After the website is launched. I work closely with the Management team and the Client Advisors team to update the webpages to reflect new business activities.
For example, I will update the Asset Profile on https://ramgroup.com/real-asset-investing/. Each time a new asset is acquired by RAM, I will upload a new profile of the Asset online. I will also upload new videos to the Media Centre webpage https://ramgroup.com/media-centre/

4.2. Assess the overall success or failure of the project.

The project was successful, the website was launched as per the plan and the social media and SEO optimization ensured that website was ranked high in its peer group.

4.3. Lessons Learned

In retrospect, what you might have done differently on this project?

I would have liked to integrate UX design through User Research by launching a pilot website initially so that the needs of users were reflected effectively in final website. I would have included regular surveys to gather feedback from stakeholders and users. Content strategy should have been given more importance to ensure that meaningful and engaging content is available to end users.

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Project 2: <project name>

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5. Project Summary

5.1. Identification

Client's Company Name	Legal Name of Entity	
Business Address	Street Address Suburb State Postcode Country	
Contact Numbers	Tel: Telephone (include country and area code)	
Web Address	Web address	
Email Address	General email address	
Nature of project		
Location of project		
Name of your employer		

5.2. Duration

	From	To
Total project duration	mm/yy	mm/yy
Your involvement	mm/yy	mm/yy

5.3. Resources

	Number
Your team size	
Total project team size	

5.4. Personal Involvement

Please list the phases of the project in which you were personally involved

Start	Completion	Phase Description
mm/yy	mm/yy	
mm/yy	mm/yy	
mm/yy	mm/yy	
mm/yy	mm/yy	

5.5. Describe your role(s) and responsibilities in the project.

I'm responsible for the design and creation of all videos uploaded here
https://www.youtube.com/channel/UCex5O6M5_Kw7ynmPeGNll5w/videos

I worked closely with the Management team and the Client Advisors team for each video. Once a video topic is confirmed, I will review the scripts with the Client Advisors to make sure they are video friendly (i.e. not too lengthy). I will then book the video shooting with the external photographers. I will assist video shooting, making sure the Client Advisors read the correct lines.

After I received the raw footages, I edited the videos clips according to the script, and add in images, animation, subtitles and background music (and sometimes Voice Over clips). I will present the rough cut to the Management and the Client Advisors team for their approval and make any changes as they requested.

After the final cut is signed off, I would upload the videos to YouTube and to the corporate website.

6. **Business Opportunity or Problem**

    6.1. *Describe the business opportunity or problem(s) this project addressed.*

The organization wanted a website to ensure that the products and services were matched with the right clients. User experience is as per the client niche and client feedback was captured effectively. There was no way to interact with the client understand client concerns and react accordingly.

7. **Solution**

    7.1. *Discuss your contribution to the solution, project or engagement.*

The videos https://www.youtube.com/channel/UCex5O6M5_Kw7ynmPeGNll5w/videos
I edited all of the using Adobe premiere pro. All graphics were designed and edited using Adobe Photoshop and Adobe illustrator.

    7.2. *Describe any design or problem solving methods you used on this project.*

I utilized brainstorming, searched for similar topic websites. I also did extensive research on User Design. Bounced off ideas from the stakeholders and on the shortlisted repertoire started the design exercise.

    7.3. *List the major deliverables of the project that you were responsible for or contributed to.*

The major deliverables are available at:
https://www.youtube.com/channel/UCex5O6M5_Kw7ynmPeGNll5w/videos

8. Results

   8.1. Was your solution implemented? If so, describe the role, if any, you had in the implementation.

My recommendations were implemented and the website was launched.

   8.2. Assess the overall success or failure of the project.

The website was launched and The client was happy with the overall result.

   8.3. Lessons Learned

In retrospect, what you might have done differently on this project?

We had to reshoot some of the videos because the lighting was not right (it was too dark because we started too late in the afternoon because the Client Advisors were busy during the day). In retrospect, I would arrange the video shooting at least 2 weeks in advance, so that we could start the shooting in the morning to avoid bad lighting.