

Profile Over the last seven years I have gained great experience and confidence in dealing with a number of high profile clients for global companies on various projects. Such work has included: web design, graphic design, advertising, brochure design, branding, eCommerce, HTML, CSS, mobile and iPad design. Now I am keen to branch out to other areas of great interest and continue to develop my skills and knowledge further.

Skills
Knowledge Web design and graphic design, mobile design, ecommerce, email marketing social media, illustration, typographic, editorial, digital and conventional photography, animation, film editing, printing processes, brochures, advertising, stationery, branding, liaising with clients, producing print ready artwork, working with and creating brand guidelines.

Technical Photoshop, Illustrator, InDesign, QuarkXpress, Acrobat, Dreamweaver, CSS, HTML, Flash Animation, Microsoft Office and Final Cut Pro.

Personal Hardworking, friendly, good sense of humour, energetic, passionate, organised, sociable, outgoing, communicative, determined, capable of working in a team and independently.

Experience

Demon Tweeks

Senior Web Designer (May 2013 – August 2013)

Reason for leaving: redundancy.

- ◆ Checkout redesign and frontend build including responsive design and build.
- ◆ Review and plan for future improvements/development to websites.

Kingspan Ltd

Senior Web and Graphic Designer (December 2012 – May 2013)

- ◆ Designing for web – B2B ecommerce websites.
- ◆ Online Product Selector – designs.
- ◆ Creating brand guidelines.
- ◆ Newsletter redesign and rebuild.
- ◆ Wireframing.
- ◆ Designing for print – adverts, brochures, infographics, logo/icon design.
- ◆ Large scale graphics – vehicle graphics.

JD Sports Fashion – www.jdsports.co.uk | www.bankfashion.co.uk | www.size.co.uk | www.scottsmenswear.com | www.blacks.co.uk | www.millets.co.uk

Senior Web Designer/Senior Design Manager (November 2011 – November 2012)

- ◆ Overseeing the designs of all the sites under the JD Group.
- ◆ Projects worked on include: designing and building email campaigns, mobile UI, social media including Facebook and Blog designs, various seasonal campaigns, cross browser responsive design and frontend coding.
- ◆ Providing design and build support for the other sites where and when possible.
- ◆ I worked closely with the team overseeing work coming in/going out, approving work, briefing new projects, improving work processes, ensuring a continuous goal towards optimising and driving sales through the site and mailers.
- ◆ Collaborating with all areas of the business, marketing, analytic and support teams to keep a close eye on performance of the sites and using stats gathered from the performance to build upon and develop areas that need more work, time and enhancements to drive more additional and improved sales.
- ◆ Creating responsive designs to ensure quick thinking and competitive offers are the first out the door.
- ◆ Reviewing current designs for potential redesign ensuring they meet best practices to achieve optimum sales.
- ◆ Team management of Junior Web Designers.

Disneystore.co.uk and European Sites

Creative Producer (August 2008 – October 2011)

- ◆ Design and frontend coding of the redesign and rebuild of the Disney Store UK website twice and new European websites.
- ◆ Design, create, coding and maintain the websites/jump pages/landing pages/competition pages.
- ◆ Managing content production.
- ◆ Online creative design and html page creation for disneystore.co.uk and European websites.
- ◆ Creation of banners for partner and external sites – static and/or animated.
- ◆ Creation of promotional material surrounding the site, in particular print press advertisements for newspapers, brochures, flyers, (examples include The Sun, The Telegraph and a page in the WestEnd Oliver production programme).
- ◆ Design and coding of emails to ensure these are distributed on time on a regular basis.
- ◆ Liaise with all areas of the business and external agencies ensuring consistent use of creative throughout the company, and following the brand guidelines.
- ◆ Ensuring synergy between online and offline communications and translating the brand and in-store designs for the website to maximise traffic growth and conversions.
- ◆ Accessibility and usability testing.
- ◆ Managing and mentoring Junior Creative.
- ◆ Completion of performance reviews and appraisals of my Junior Creative.
- ◆ Creation and updating of work schedule to ensure all deadlines are met and are of a high standard.
- ◆ Approval and sign-off processes.

Tesco.com

Graphic Designer (July 2007 – August 2008)

- ◆ Design of advertising for use online for internal and external clients.
- ◆ Designing new micro-sites, new zones, animated banners (gifs and flash), redesigning existing designs, navigational redesigns, liaising with clients from start to finish – presenting concept designs at various stages, always considering accessibility and page weights.

Propeller Studios

Junior Graphic Designer (July 2006 – July 2007)

- ◆ Predominantly print based – designing pieces such as plane liveries, stationery - letterheads, compliment slips, business cards, CD labels and sleeves, binders - front, back, spine and dividers, film editing, brand design, exhibition stands.
- ◆ Web design.
- ◆ Liaising with clients throughout projects, taking projects from start to finish.

Springetts

Placement (May 2005, September 2005 and February 2006)

- ◆ Brand and packaging design agency. Helped with design, ideas, development and presentation.

Education

University BA (Honors) Visual Communication Design: Graphic Design
Upper Second Class Honors
Middlesex University (2003-2006)

College National Diploma Foundation Studies (Art and Design)
Distinction
North Hertfordshire College (2002-2003)

School 2 A Levels and 10 GCSEs
Bishops Hatfield Girls School (1995-2002)

Achievements

Currently studying MA in Design (part time evening course at Chester Uni) – 2012-2014.

Attended management training courses – 2010-2011.

Completion of beginners course in Javascript – February 2010.

Completion of beginners course in Flash Actionscript – May 2008.

Completion of evening course in 3D Computer Modeling – March 2008.

Completion of a web design course, learning HTML, CSS, Dreamweaver – April 2007.

I was a student representative at University.

I spent one month traveling in Brazil cleaning beaches, painting murals at a school, trekking and white water rafting.

References available on request.