

PROFILE

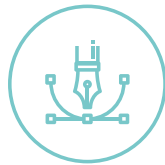
As a Senior Graphic Designer of over 10 years, I specialise in website design, HTML email design, branding and print design. Having worked for a number of commercial companies over a variety of industries, I am adept at learning the core focus of a company to ensure designs conform to their brand values whilst striving to get the best results.

EMPLOYMENT HISTORY

GRAPHIC & WEB DESIGNER

CrunchyPixel
July 2008 - Present

I have undertaken a variety of projects for Clients on both an ad hoc and retainer basis. Working to establish the project requirements in order to estimate the project time and costs, I work across a variety of disciplines:



Branding

Designing new logos, re-branding or working with existing logos to create a set of brand guidelines.



Digital Design

From designing websites, banners, interactive PDFs, presentations to social media elements.



HTML Email Design

Designing fully responsive one-off emails or email templates.



Print Design

Ranging from the design of brochures, stationery, flyers, posters or packaging.

Current Clients

- » The Chartered Quality Institute | IRCA
- » The Cadogan Clinic
- » Middlesex Cricket Club
- » China-Britain Business Council

CREATIVE DIRECTOR

8build
Oct 2014 - Dec 2015

Responsible for the creative direction of the company brand including managing a team of designers.

Responsibilities and Achievements:

- » Redesigned the 8build brand and subsequent marketing collateral, including:
 - > Company website (www.8build.co.uk) including research and content
 - > Brand guidelines
 - > Site posters
 - > Extensive brochure templates
- » Managed the graphic design activities within an annual budget set by The Board
- » Reinvigorated the design team, creating a department that has fresh creative ideas on the winning of work through presentations and brochures
- » Prepared the department's business plan to outline how the team will operate and their yearly goals

SENIOR DESIGNER

Floream
Aug 2013 - Sept 2014

Senior Designer for a newly formed creative team working across five education based accounts:

- » Floream
- » Google Squared
- » The International Olympic Committee
- » Home Learning College
- » AAT

Responsibilities and Achievements:

- » Created designs for a huge variety of projects such as; websites, monthly campaigns, books, magazines, posters, exhibitions and displays, corporate communications and corporate identity
- » Distributed workload within the creative team ensuring all project deadlines were achieved
- » Met with Account Managers to discuss the objectives and requirements of a project, estimating timelines as well as presenting finalised ideas and concepts
- » Designed and coded responsive HTML emails and landing pages
- » Designed the re-brand of the Home Learning College brand including a new logo, all marketing collateral and a responsive website (www.homelearningcollege.com)

GRAPHIC DESIGNER

ArenaFlowers

Aug 2012 - Aug 2013

Responsible for the graphic content over a variety of platforms (static and animated web banners, landing pages, social media, site graphics, blog posts, print collateral and email newsletters) for the company website, the European counterpart websites and partner websites.

Responsibilities and Achievements:

- » Implemented the design and development of weekly HTML newsletters, including planning, testing, evaluating and reporting
- » Created, edited and uploaded website imagery and other online marketing assets in line with the brand guidelines using the Content Management System
- » Created and optimised landing pages and email newsletters through A/B testing
- » Designed the branding for an occasion-themed gift box enterprise, including the gift box packaging, greeting cards and the website (www.amazebox.co.uk) which involved close collaboration with the product photographer and web developers

GRAPHIC DESIGNER

8build

Sept 2007 - Aug 2012

Responsible for the visual design of all print and web based media including managing the tender submission process.

Responsibilities and Achievements:

- » Benchmarked company's corporate literature and produced interactive presentations
- » Created complete corporate identities for a number of sister companies; REM, Liaison, WebsterHart, Primary, Lead4Change
- » Designed bespoke promotional material to increase brand awareness
- » Transformed the tender submission process by developing a bespoke templating system for brochures to ensure consistent brand identity and content management, resulting in an optimised tender process and more efficient department
- » Created an extensive range of client brochures, including bespoke brochures for Red Bull, Candy & Candy, QVC and Clyde & Co

EDUCATION & QUALIFICATIONS

SKILLCRUSH

WordPress Developer
2016 - 2017

I studied a beginner WordPress developer course, teaching me the basics to code and launch custom WordPress sites.

ICS LEARN

Master CIW Designer
2012 - 2014

Acquired the skills to develop and maintain websites using authoring languages, such as HTML. Within this course I learnt how to create content and digital media and how to employ standards and technologies for both business-to-business and business-to consumer websites.

BRUNEL UNIVERSITY

BSc (Hons) Product Design: First Class
2001 - 2005

Modules include: Graphic Communications; Website Design, Layout Design, Creative Typography and Branding. Environmentally Sensitive Design, Managing Product Innovation, Technical Industrial Design.

WESTCLIFF HIGH SCHOOL FOR GIRLS

1994 - 2001

A-Levels: Mathematics (A), Design & Technology [Communications] (A), Physics (C)
GCSEs: 10 Higher Grade including English (A)

SOFTWARE & SKILLS

DESIGN PACKAGES

Adobe Indesign, Adobe Photoshop, Adobe Illustrator and Adobe Dreamweaver

MICROSOFT

Excel, Powerpoint, Word

WEB DEVELOPER

HTML5 & CSS3

INTERESTS



Travel



Running



Animals



Photography



Outdoors