

CONTACT DETAILS:

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PERSONAL STATEMENT:

I am a design professional with a career spanning almost 20 years across many mediums including UX/UI design, branding, digital media design campaigns, design for print and website development including eCommerce solutions.

I have been lucky enough to work with some extraordinary companies across my career from national newspapers such as The Sun, The Mail and The Telegraph to internationally recognised sports brands including Sky Sports & RockTape. My career has also included the hospitality sector, holidays, science & healthcare and both public and private sector publishing.

Having gained a deep passion for design over my varied career, and with the development of an unwavering pixel-perfect attention to detail, I have gained many skills along my professional journey including leadership and organisation as well as keeping up with the latest digital trends. In my private life I am a keen traveller, having visited over 25 countries to date, and I am passionate about music, cooking, film and sport - in particular football and cricket.

ACADEMIC ACHIEVEMENTS:

1994 - 1999 **GCSE's**

The London Nautical School, London

9 GCSE A-C grades. English, English Literature, Maths, Science (double), Information Technology, Business Studies, History, Religious Education

1999 - 2001 **Advanced GNVQ in Information Technology**

Colchester Institute, Colchester

Equivalent to two 'A' Levels

PROFESSIONAL ACHIEVEMENTS:

- Design Lead for a branding, digital and UX overhaul of a UK and European holiday aggregator
- Achieved a Bronze award for 'Best Website' for the design and development of a charity website at the 2018 Essex Digital Awards
- Designed and developed an eCommerce solution for a national sports equipment company resulting in hugely significant traffic and online sales increases
- Project and Design Lead on a company rebrand for an employer including a website redesign which resulted in a 40% year on year traffic increase
- Grew a small agency team from its inception to oversee junior designers and social media account managers
- Mentored a team of junior designers in best practices and guidelines on website design, UX/UI and print design for The Sun Newspaper
- Led a team that planned and launched a digital campaign for Mail Newspapers Group, resulting in thousands of new subscribers
- Design Lead on annual newspaper pullouts for holiday promotions in The Sun Newspaper seen by over 1 million people on publication resulting in over 100,000 bookings per year

SOFTWARE SKILLS & EXPERIENCE:

Expert: Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Figma, Sketch, Microsoft Office Suite, Wordpress, WooCommerce, Shopify, BigCommerce

Skilled: Adobe XD, HTML5, CCS, Prestashop, Adobe Dreamweaver, Adobe Premiere Pro

Working Knowledge: Adobe After Effects, PHP, Javascript

CAREER SUMMARY:

Apr 2019 - Present

GFM Colchester, Essex

Lead Designer

- Mentoring junior designers
- UX/UI design lead for websites and apps
- Design Lead for national newspaper promotions and websites
- Brand guardian for all 3 internal company divisions
- Design and development lead for internal websites
- Digital campaigns via PPC, social and email
- Promotional video creation
- Design Lead on all printed media for internal and external clients

2011 - 2019

Pasini Promotions Colchester, Essex

Creative Manager

- Growing and mentoring junior designers and social media account managers
- Design Lead and UX/UI of websites & app development
- Company brand guardian
- Digital design for PPC, social and email marketing
- Promotional printed media design

2006 - 2011

Aceville Publications Colchester, Essex

Art Editor

- Promoted from Graphic Designer after 11 months
- Design Lead and brand guardian on national magazine publications
- Mentoring of junior designers
- Publication re-brands and page layout decision making
- Working to strict monthly deadlines

2003 - 2005

Hemming Information Services London

Production Manager

- Promoted from Production Assistant after 1 year
- Managing and mentoring a team of Production Assistants
- Printed advertisement design
- Managing quality control of publications
- Working to tight weekly deadlines

2001 - 2003

The Bankwood Group London

Production Controller

- Page layout of charity event magazines and brochures
- Quality control and design of external advertisements