

Personal Statement

I am an imaginative and creative thinker who can develop design concepts from scratch and deliver across the entire range of marketing assets.

I understand the value of data driven design. I am experienced in working with UI/UX teams and being guided by market research and UI/UX standards and testing.

Through driving to achieve company targets and the meet marketing stakeholder's needs I have honed the skills required to employ structure and direction to the creative process, in order to deliver consistently high value design.

Striking this balance has been the key to my success in project management and creative direction within a senior design role. Coupled with my diplomatic and cheerful approach to communication, I have consistently maintained productive working relationships, whilst delivering inspiring design, on time and when working under pressure.

Key Skills

- Interpreting stakeholder needs and visions accurately by listening, confirming and suggesting
- Translating and communicating the true essence of a brief in a direct and clear way
- Deriving innovative solutions to complex stakeholder requirements
- Intuitive and self-developed creative and lateral thinking skills
- Directing, project managing and maintaining stakeholder relationships
- Brainstorming, conceptualising and consolidating design solutions
- Coordinating, monitoring and leading creative design meetings
- Tactful and encouraging management style which inspires enthusiasm
- Scheduling and work flow handling under pressure to meet tight deadlines
- An eye for creating dynamic and functional design, composition and typography
- A solid understanding of print design, digital design and UI/UX design principles
- Advanced skills with Adobe Photoshop, Illustrator, InDesign, Animate and Dreamweaver
- Adept with HTML, CSS, Bootstrap and CMS Systems
- Competent with jQuery, Javascript, PHP integration and web based animation
- Experience with Adobe After Effects, Adobe XD and Figma
- Quick to learn new applications and technology

Employment 2019 - 2022 Begame limited

After being promoted to studio/production manager I led and managed the production of all creative assets and I now work remotely and autonomously as the head of design.

Previously as the senior graphic designer, I have worked side by side with creative directors from our London Hammersmith office to produce promotional assets for casino and bingo products.

Working with the UI/UX, CRM, affiliate, and marketing teams I produced new brands, CRM promotions, supplier network tournaments and acquisition assets. These have included brand and campaign concepts, emailers, landing pages, advertising banners, web pages, CRM banners and web page updates.

Responsibilities

- Creating new casino and bingo brands to add to the suite of company products.
- Delivering the entire range of acquisition and retention assets for new casino and bingo brands.
- Creating new promotional web banner designs for CRM templates.
- Integrating CRM banner designs into 'Streameye' CMS system to assist marketing team.
- Working with UX team to create and deliver new web pages and landing page designs.
- Redesigning UI elements for testing purposes with the UX team for better click/reg/deposit rates.
- Creating game supplier network tournaments to be delivered across the suite of casino brands.
- Delivering additional company corporate assets i.e. website, PPP presentations, portfolio etc.
- Managing and directing junior designers, freelancers, and outsourced agencies.
- Managing the production of the design studio to plan and schedule workflow and deadlines.
- Regular meetings with the product management to plan work according to company roadmap.

Key Achievements

- Excellent quarterly reviews.
- Promoted to studio/production manager after 1.5 years.
- Led the design of casino and bingo brands and rebrands.
- Sole creator of Casushi.com. A zany, humour based, Asian style website which became the top performing casino within the companies range of products.
- Integrated CRM banner designs from four casino brands into a proprietary CMS system allowing marketing managers to quickly create regular promotions from existing designs.
- Routinely created marketing assets for 5 casino brands and 2 bingo brands over 4 international markets.
- Designed Bingo room themes to integrate 'Pragmatic Play' bingo software onto multiple brands.
- Consistently delivering high end, high impact, eye catching designs for product promotions.
- Worked side by side and collaborated with 2 highly experienced creative directors.
- Worked autonomously as the head of design for a the last six months.

Key Products

Fruitkings, Peachygames, Playsunny, Casushi, Myjackpotcasino, Bingostars, Bingocams, Shiny Bingo, Spinstars, Fortunabet, Begame

Employment 2015 - 2019 Freelance

I worked freelance for 4 years for purposes of flexibility while temporarily caring for a terminally ill family member.

Working within website and print design directly for local business's and also providing design and HTML web development support to local design and marketing agencies.

Industry sectors included entertainment and events, engineering and manufacturing, sports coaching, pharmaceuticals, high street retail and food outlets and an online casino start up.

Employment 2012 - 2015 Globalclick Marketing London

In a senior graphic design, development and digital marketing role; I led the UK design from the London office while managing junior designers. I also worked alongside the senior graphic designer in the South African office. Whilst producing promotional material for online gambling products: including Slots, Roulette, Cards, Table Games, Bingo and Binary Options Trading, I worked closely with marketing managers, affiliate managers, product managers and company directors. I produced a wide range of assets for offers and promotions including campaign concepts, emailers, landing pages, advertising banners, websites, web banners, web updates, user interface designs for desktop software and phone apps, direct mail, magazine adverts and exhibition materials.

Senior Graphic Designer Responsibilities: attending marketing, development, creative and Scrumwise production meetings, managing projects, compiling research, idea generation, designing and art working, HTML programming, presenting artwork to company directors, devising new ways to promote offers, protecting company branding, job planning and managing deadlines.

Key Achievements

- Pioneered the design and development of the Globalclick's casino marketing emails through responsive design and coding and integration into exact target CMS.
- Implemented front end development for of promotional landing pages including HTML 5, responsive designs, bootstrap templates and CSS3 styling and animation.
- Helped to conceive marketing strategy and solely designed and developed casino player journey emails, from 'new players' to 'VIP players'.
- Rejuvenated a new look and feel for 'Trader World' binary options trading platform. Designed, produced and coded a full range of assets including website and mobile designs, emailers, landing pages, advertising banners, daily market reports and an affiliate website.
- Created the new look and feel two of Globalclick's leading casino brands 'Roxy Palace' and 'Casino Splendido'.
- Consistently came up with new ways to rejuvenate long established offers and games.
- Implemented improvements to archiving systems and resource libraries.
- Provided HTML and front end development support to the development team so they could focus more heavily on business critical development.
- Took a supporting creative role alongside marketing managers in the conception of campaign ideas to promote offers and competitions for casino products.
- Routinely created marketing assets for 3 different casino brands over 7 global markets and languages while liaising with translators.
- Gained a reputation of trust, reliability and warmth from my colleagues through a tactful, helpful, knowledgeable and friendly personality.

Key clients

Roxy Palace, Roxy Affiliates, Casino Splendido, Dotty Bingo, Trader World, Lucky Click, Globalclick

Employment 2002 - 2012 Mintsalad Design, Buckinghamshire

I progressed through the company and drove projects from conception to delivery of customer satisfaction. I worked on a wide variety of media including branding, magazines, catalogues, packaging, point of sale, exhibition stands, advertising, interactive presentations, websites, a-plus pages, product landing pages and web banners.

Senior Graphic Designer Responsibilities: client meetings, managing projects, compiling research, idea generation, leading creative meetings, art working, final presentations.

Production Manager Responsibilities: job planning, scheduling, assigning jobs, work flow management, controlling deadlines.

Account Manager Responsibilities: arranging and leading client meetings, visiting clients, managing client expectations, selling concepts, updating on project progress.

Key Achievements

- Pioneered designs and project managed a large estate of Sony catalogue pages across a nationwide distribution of accounts including Argos, Littlewoods, Index, Grattans and Tesco
- Conceptualised branded gift packaging for Sony and Disney on a £1.2M project.
- Project managed and designed re-branding and marketing for a FTSE 500 energy company across a full range of media including websites, exhibition materials, annual reports, brochures, advertising, product leaflets, corporate cycling team outfits and case studies.
- Conceived and produced the styling of animated e-learning health and safety training videos for LOCOG in conjunction with the British Safety Council in preparation for the Olympics.
- Designed, rejuvenated and managed the in store POS and regional advertising for a growing nationwide franchise of Sony Centres over several years.
- Developed efficient working practice and process in the production department including resources libraries, research strategies, archiving, managing systems and job booking.
- Self-taught HTML and CSS to help reduce supplier costs and increase efficiency in web design and further personal development.
- Earned a broad set of management skills by working in multiple roles including creative direction, project management, production management and account handling.

Key clients

Sony Centres, Sony UK, Netgear, LG, Disney, Amazon, Play, BGlobal Plc, Polaroid, Serco, Eurotech, Argos, Careys Plc, MBC Global Plc, Sagem, Samsonite, Tefal, Bottle PR, Circle PR

Employment 2000 - 2001 Vision Print and Design, Buckinghamshire

As a self-employed graphic designer for a printing company I was responsible for taking client briefs, art-working and making print ready files for in-house printing. Design for local businesses included menus, business cards, two colour logos, leaflets and newsletters.

Employment 1990 – 1998, Perthshire, Glasgow and Buckinghamshire

For self support while studying - dishwasher, waiter, barman, lifeguard, gardener, telesales canvasser, berry picker, shop assistant, mail room clerk, labourer and data enterer.

Qualifications

Graphic Design BA Hons	Suffolk College	2001
Graphic Design BA Hons	Falkirk College	2000
Graphic Design HND	Perth College	1998
Graphic Design NC	Perth College	1996
4 Higher Grade/A Level	Breadalbane Academy	1994
8 Standard Grades/GCSEs	Breadalbane Academy	1992