

Personal Statement

I am an imaginative creative thinker who explores possibilities and makes abstract connections to bring design concepts to life. Through driving to achieve company targets and goals 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 approach to communication, I have consistently maintained productive working relationships, whilst delivering inspiring design, on time and when working under pressure.

Aspirations

I like pushing creative boundaries and challenging conformity and improving standards. I am looking for an opportunity to deliver against ambitious briefs and lead creative marketing campaigns with outstanding appeal and impact. I love learning new technology that can add dynamic functionality and help bring a new dimension to design.

Keys Skills

- Interpreting client 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 client requirements
- Intuitive and self-developed creative and lateral thinking skills
- Directing, project managing and maintaining client 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
- Advanced skills with Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver
- Adept with HTML, CSS, Bootstrap, and CMS and quick to learn new applications and technology
- Competent with jQuery, Javascript and PHP integration and web based animation
- A solid understanding of print design, digital design and UI/UX design principles

Employment 2015 - 2017 Freelance

For the past 3 years I have been working as a freelance designer in Buckinghamshire for industries including entertainment and events, engineering and manufacturing and sports coaching. I have also been providing design and development support to local design and marketing agencies.

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 and . 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 on line 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, DMX Music

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 and Buckinghamshire

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

Qualifications

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| Graphic Design BA Hons | Suffolk College | 2001 |
| Graphic Design HND | Perth College | 1998 |
| Graphic Design NC | Perth College | 1996 |
| 4 Higher Grade/A Level (grades A-C) | Breadalbane Academy | 1994 |
| 8 Standard Grades/GCSEs | Breadalbane Academy | 1992 |