

EDUCATION

University of Lincoln

First Class Honours in BA (Hons) Graphic Design

SKILLS AND KNOWLEDGE

Applications

Sketch, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Media Encoder, Adobe Animate / Flash, Sublime Text, Keynote, Microsoft Powerpoint.

Design

UI Design with consideration for usability and multiple devices, various tools for this include Sketch, Adobe Photoshop, and Adobe Illustrator.

Animation

Social media video posts and Digital Out Of Home / DOOH displays using Adobe After Effects and Adobe Media Encoder. Online advertising built with Adobe Animate for rich and standard media, and in the past Adobe Flash. Web animation with CSS and Javascript, including transitions and keyframe animation.

Development

Running personal side projects in my own time allow me to extend my skills with HTML & CSS for static websites, and Javascript for interactivity and manipulation of the DOM. I have an understanding of XML & JSON for data use from experimenting with api's. During the peak of Adobe Flash, I had working knowledge of Actionscript 2.0 & 3.0.

General

Working with online tools such as Github, Jira, Salesforce, and Basecamp.

INTERESTS

Alongside design I have a keen interest in extending my knowledge of development. I invest time into experimental side projects that blend a range of interests from areas such as Illustration, music, and gaming. Some heavy influences from my work are taken from films and art.

These include my favourite film makers of Wes Anderson, The Brothers Quay, Studio Ghibli / Hayao Miyazaki, Stanley Kubrick, David Lynch, Steven Spielberg, and Francis Ford Coppola. Favourite artists include M.C. Escher, Hieronymus Bosch, Pieter Bruegel, and Gregory Crewdson.

EMPLOYMENT AND EXPERIENCE

10.2018	12.2018	Amazon UK ADX Art Director (Contract) <p>Duties within the role involved supporting the ADX team during the busy three month Q4 period, taking on projects for their advertising platform to be served across a range of Amazon products. Examples of this included design, creation, and build of full screen ad placements for Fire Tablets and Fire TV, and UI design for custom landing pages. Clients included HP, Microsoft, Lego, Virgin Media, Disney, and LG.</p>
06.2016	08.2018	Grey London Senior Designer (Full Time) <p>I was part of a small digital team within the main agency, our role focused on the digital and social output alongside the main TV and print campaigns for a wealth of Grey's clients. The range of work was mainly video and animation briefs. Social creatives took the form of video posts, carousels, and Facebook canvases. While the traditional digital advertising involved outdoor displays, and ad toolkits for standard and rich media. Clients included Marks and Spencer, Tuborg, GSK, HSBC, Which?, Gillette, Bruno Banani, and Birds Eye.</p>
11.2012	05.2016	TMW Unlimited Senior Digital Designer (Full Time) <p>During the three and a half years at TMW, my role focused on UI design with medium to large web builds, while collaborating with developers and UX specialists to make the products usable and accessible for the target audience and user personas. I was open to new ways of working within an agile environment, having design ownership on projects, and reviewing support work undertaken by junior and midweight designers. Various projects led to the creation of global websites, campaign websites, UI for apps, HTML / Flash banners, and ECRM. Clients included Diageo, Infiniti, Ofgem, Unilever, Virgin Trains, Sony, Canon, and Barilla.</p>
08.2012	11.2012	The Marketing Store Senior Digital Designer (Full Time) <p>For three months I was part of the digital creative team, that included Art Directors, Digital Designers, and Developers. The work was a mix of creating and concepting floor projection games for McDonald's restaurants, digital outdoor displays, and ECRM. Clients included McDonald's and Blossom Hill.</p>
02.2005	07.2012	Glue London / Isobar Junior - Midweight - Senior Designer (Full Time) <p>Over the five years at Glue London, I witnessed the company grow from an independent digital agency, to becoming part of the Isobar network. Alongside this growth I was able to extend my career from a Junior Designer up to a Senior Designer. The projects I worked on took the form of UI design for campaign microsites, animation support and creation, full design build and deployment of standard and rich ad placements using my knowledge of ActionScript. As a Senior Designer I would review supporting campaign work taken on by junior and midweight designers, and checking work produced by external production agencies. Clients included Pot Noodle, MTV, Nokia, T-Mobile, Virgin Trains, Aviva, Toyota, Reebok, adidas, Eristoff, Google, Royal Marines, Shredded Wheat, Oasis, and Auto Trader.</p>
01.2005	02.2005	Euro RSCG London / Havas Artworker (Full Time) <p>My first role within the industry working as an artworker in a busy digital department, taking a support role for Senior Designers, and the Design Director. Duties involved banner amends and resizes, editing animation, and updating content for various websites. Clients included British Heart Foundation, and COI.</p>