



SUMMARY

Creative all-rounder with specialist infographic design skills and management experience. Knowledge of print and web design, and proficiency in designing responsively for multiple platforms.

SKILLS PROFILE

- + Extensive working knowledge of Adobe Creative Suite and a proven track record of developing compelling content. Expertise in Dreamweaver, Flash, Photoshop & Illustrator.
- + Ability to lead teams, set goals, multitask, identify and resolve problems, while under strict deadlines in a fast-paced and detail-orientated environment.
- + Extensive experience in developing and maintaining client relationships in hands-on roles, as well as experience of managing teams of creative individuals.

WORK EXPERIENCE

04/12 – present

USER EXPERIENCE DESIGNER

BBC World Service, London

I joined the BBC World Service in April 2012 as a User Experience Designer, joining a design team who produce content for the BBC's portfolio of 27 foreign language news sites, across mobile, tablet and desktop platforms. The work undertaken includes producing infographics, illustrations, and interactive content, often to extremely tight deadlines, and with a particular, recent focus on responsive design. I work closely with journalists, producers and editors to explore what is graphically possible and appropriate in order to best inform our global audience. A key aspect of my role is to observe and advise on the BBC's established brand identity and design values, and work within recognised user experience guidelines.

In August, I was the lead designer for the BBC World Service's Olympic live action modules. The project involved the translation and delivery of live data feeds, news and results from the Olympic games directly to the homepages of our 27 foreign language desktop and mobile websites. In addition to live feed modules, I was also responsible for the design of medal tables for the games, which received in excess of 1.8 million page impressions throughout the duration of the 2012 Olympics.

12/03 – 03/12

HEAD OF DESIGN

Visual Evolution Ltd, various

In December 2003, I set up my own creative agency. Specialising in providing design solutions for small to medium sized businesses, I successfully built up a client base and worked alongside a team of creatives and freelancers to meet the needs of my clients. The work in such a role was hugely varied and gave me extensive experience of working for a variety of organisations in a wide range of market sectors. Work produced included: website design, corporate identity, design and delivery of advertising campaigns both for web and press, brochures, product literature, stationary, SEO, email marketing, viral marketing and copywriting. In February 2010, I changed to primary focus of Visual Evolution towards the creation and development of infographics for the business-to-business market. This move, in conjunction with an initial viral campaign across social media channels such as Twitter and Facebook, rapidly raised the profile of the company and gave me the opportunity of working with some globally recognised brands, and research organisations in an area of design that I am immensely passionate about.

03/04 – 04/07

CREATIVE EXECUTIVE

The Dialog Group, International

In this role, I was responsible for the entire creative output of this global charitable fundraising organisation. With a total of 14 companies within The Dialog Group, based throughout Europe, North America and Australia, I managed and maintained all the company websites and worked alongside the Head of Communications and Directors, to develop marketing strategies and advertising campaigns designed to recruit fundraisers for our businesses. During my three year employment, the annual budget of the marketing department was £750k, and the company grew from having a turnover of £6m per year in 2004 to £21m in 2006. Working in conjunction with many of the biggest charities in the World, the role provided me with the opportunity to work on, and enhance, many globally recognised brands. The result of my work meant that our businesses were able to recruit hundreds of fundraisers, who in turn raised millions of pounds of charitable donations for good causes around the globe.



SKILLS IN DEPTH

+ SOFTWARE

Photoshop	10 years	★★★★★
Illustrator	5 years	★★★★★
Flash	5 years	★★★
Fireworks	1 year	★★
InDesign	1 year	★★★
Dreamweaver	8 years	★★★★
After Effects	2 years	★★
Premiere	2 years	★★
MS Office	10 years	★★★★★

+ SCRIPTING

HTML	8 years	★★★★★
DHTML	3 years	★★★
XML	3 years	★★★
CSS	5 years	★★★★
Javascript	3 years	★★★
PHP	2 years	★★
ASP	2 years	★★

GRAPHIC DESIGN EXPERIENCE

Infographics: concept development, data visualisation, statistical repackaging.

Corporate identity: branding, logo design, corporate guidelines, office stationery, letterheads, business cards.

Advertising: concept generation and delivery (in-house and national press).

Marketing & Promotions: brochures, catalogues, annual reports, flyers, posters, postcards, ticket design, table-plans, maps, menus, photo manipulation, album sleeve design, concert posters, exhibition stands, copywriting.

Extensive experience of achieving ROI through engaging campaigns, creative and original ideas and a high standard of design. Considerable experience in delivering correctly formatted artwork dependant on the required medium (print or web ready).

WEBSITE DESIGN EXPERIENCE

Website design (approx 50 sites) - B2B & B2C, recruitment, educational, travel, publishing, promotional, e-commerce, intranet design (approx 5 sites), e-newsletters, direct marketing campaigns, viral marketing, online flash games and competitions, banner advertising, content management systems, search engine optimisation, e-commerce sites, integration of shopping carts.

8 years of widespread experience in designing for the web, in a result-focussed environment and meeting the requirements of my clients, their businesses and the needs of their customers.

EDUCATION

July 2002	BSc (Hons) Music Technology - 2.1, <i>University of Staffordshire</i>
August 1998	4 A-Levels, <i>Aylesbury Grammar School, Buckinghamshire</i>
August 1996	11 GCSEs, <i>Aylesbury Grammar School, Buckinghamshire</i>

ADDITIONAL INFORMATION

I am fascinated and obsessed by "good design" in all aspects of my life, and I constantly strive to make things work better and more efficiently. I am currently restoring and renovating a property with my wife, and we ultimately intend to fill it with examples of classic furniture. I enjoy listening to a wide variety of music, and I regularly attend live gigs, and go to festivals throughout the summer. I am a season ticket holder at Arsenal FC, and I enjoy watching and playing sports, especially football, golf, darts and cricket. I drink copious amounts of tea, have an exceptionally sweet tooth, and I'm unlikely to turn down a chocolate hobnob when offered.

REFERENCES

Available on request