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Nationality: British

Date of birth: 16/04/1984

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Profile

I'm a digital designer working in London and living in the Hertfordshire countryside. I currently work as a designer for Dare, an interactive marketing agency, recently named Campaign's Agency of the Decade. I was initially employed as part of Dareschool, a year long graduate scheme and now work as a designer. I love to design layout and illustrate and I'm currently learning how to make it all come to life in Adobe After Effects. Dare have given me an invaluable opportunity to gain design and communication skills by working on exciting projects for multi-national clients.

When I'm not working, I like to go climbing, I love snowboarding and I have a real lust for trying new things - I've even had a trial with the GB skeleton bobsleigh team!

Education and qualifications

2009	Lynda.com After Effects CS3 Intermediate online training course
2009	Creative Communication workshop led by Deborah Khan
2002 – 2006	Bachelor degree - 1 st class with honours Multimedia Technology & Design, BSc Hons. Brunel University 4-year course with placement year Key modules: Multimedia Production Management Ecommerce & New Business Structures Emergent Multimedia Technologies Databases for Multimedia Applications Graphical Communication Website design Marketing, Advertising & Consumer Behaviour
1995 - 2002	3 A-Levels Art (A), Geography (A), ICT (A) 1 AS Level Business Studies (A) 9 GCSEs (A*- B) including Art, ICT, English, Maths and Science Highworth Grammar School for Girls, Ashford, Kent

Employment

January 2007– Present.

Designer, Dare. (Interactive Marketing Agency). London.

During my time with Dare I have had the chance to work on a wide range of design, concepting and more recently, video projects for demanding clients including Vodafone, Sony Ericsson, Barclays, Premier Inn and ITV. I have worked on both complex and smaller projects, to long and short deadlines. I work well individually or in a team; working with other designers, creative leads and the technical and information architecture teams.

Most of my projects involve the design of website pages in Adobe Photoshop. Assignments which I have worked on range from designing single pages to assisting in the design of whole sites like PremierInn.com, a project which took 3 years to complete. I have also worked on individual sites which stand alongside brand pages for example the Vodafone Taxi Grand Prix site where I worked within a small team and to a very short deadline. I have also designed a number of emails and email templates for a variety of clients.

I have experience working in Adobe Illustrator and have had the opportunity to create illustration styles for some of my projects. Whilst working with Sony Ericsson on their new brand identity I redesigned their logo for PlayNow. I was proud to be given the responsibility for designing and

making brand decisions for the style guidelines for the new Barclays co.uk website and the digital advertising guidelines for Sony Ericsson.

My photography skills were employed when I was assigned to take product shots for the Sony Walkman website and I had responsibility for still photography on a shoot for ITV. Most recently I have had the opportunity to take an online course in Adobe After Effects and have started to take on some video work.

I enjoy getting involved with concepting on open briefs given to the creative department, and have also been able to work on some concepting work alongside my design and video work with a series of projects for Sony Ericsson Imag:in videos.

My previous experience with print work means that I have been given print projects on a number of occasions, including postcards, booklets and posters.

July 2006 – January 2007

Junior Web Designer & Developer, Yell.com. Reading, Berkshire.

Whilst working at Yell I designed and built html, CSS and JavaScript modules and web pages for Yell.com and Yell Direct. During this time I gained a basic understanding of Perl.

July 2004 - August 2005 Work placement year.

Graphic Artist, Yell. Slough, Berkshire

I created a variety of advertisements for a range of companies advertising with Yellow Pages. Designing quality artworks to meet customer specifications within a tight deadline developed my time-management skills and ability to work to a brief and within a team. As well as technical skills such as Adobe Creative Suite, I learned much about the print process.

Skills

Graphics & web: I work confidently in Adobe Photoshop and Illustrator and have some experience in Flash. I am currently working in a department, which has enabled me to learn After Effects, Premiere and Final Cut Pro.

Code: I have built websites using both Strict HTML coding and Dreamweaver.

Other skills: Experienced working on Mac and confident in Microsoft Office packages.

Awards

2008 **Interactive Marketing & Advertising (IMA) Award.** Awarded for 'Best use of Email' for Woolwich Intermediaries Fantasy Football League.

Interests and hobbies

Interests

Digital and film photography. I especially love taking pictures with my Lomography Diana camera – It's unpredictable with some really incredible results.

Rock climbing. I joined an indoor rock climbing wall, looking for a new challenge and to improve my strength. It is certainly a challenge, but one that I really enjoy.

Snowboarding. I have definitely got the snowboarding bug and try to get away at least once a year to enjoy some powder.

References – Available upon request

