

I'm a passionate designer who thrives working in an environment that encourages quick paced but high quality work. Working with like minded individuals who both want to push the boundaries, but get the job done properly is something I value highly.

I'm looking for a role that will allow me to be involved in moving design forward as well as giving me the opportunity to develop myself.

Current Position

## Senior Designer & UX Designer Demon Tweeks

I create both digital and printed design materials for the three business across the Demon Tweeks group, promoting products for motorsports, young families and cycling.

My regular workload focuses on creating e-mail campaigns, points of sales, printed advertising materials, responsive website design, video content and digital display advertising.

I am also responsible for conducting user research and test. Developing and testing an intuitive user friendly experience.

2015-2017

## Digital Designer & Animator Iceland Foods

I worked on solely digital platforms while at Iceland, specifically website & mobile design. Creating assets for both B2B and B2C email communications, creation of landing pages, banners, as well as digital display adverts.

I worked closely with the SEO, UX and UI teams, as well as the Visual Merchandisers, to help create attractive and marketable assets for the company.

I was given the responsibility to design and implement a new concept for digital signage that was then used for Iceland's 'Store of the Future' in Clapham. All artwork and animation used was created by myself, and was later successfully implemented into many of the Iceland stores across the UK.

2012-2015

## Lead Designer Holiday Gems

I was responsible for the design and maintenance of all landing pages, email campaigns and online advertising across the business. I also worked closely with the company's media partner (ReaderTravelBreaks.com) to create all print based advertising, for such brands as the Daily Mail, Daily Mirror & Good Housekeeping.

I worked alongside the CEO of the business to redesign and re-brand the entire company, during my time at the company.

2011-2012

## Graphic Designer Travel Bag Ltd

Creation of online and print advertising  
Creation of all online artwork  
Email design  
Creation of Print and Digital Brochures  
Responsible for website maintenance

2008-2011

## Graphic Designer Global Travel Group

Creation of all print advertising  
Email design  
Creation of Print Brochures  
Responsible for website maintenance

2005-2008

## Graphic Designer & Illustrator North Wales Newspapers (NWN Media Ltd)

I created advertising for all 13 newspapers published by NWN Media Ltd. Created bespoke illustrations for clients and worked on the layouts for the newspapers and magazines published.

I was also actively involved in the development of the 'Property CMS system', that dramatically cut down on the hours required for the creation of the property advertisements

## Software Proficiencies

Adobe Creative Cloud  
- Photoshop  
- Illustrator  
- InDesign  
- Adobe Premiere Pro  
- Adobe XD  
- Acrobat DC

Quark Xpress  
3D Studio Max  
Blender  
HTML5 & CSS3  
jQuery & Javascript  
VWO

## Additional Skills

Basic SEO Knowledge  
UX Prototyping  
UX Research  
User Testing  
Some Welsh

## Event Organisation:

I have been part of the volunteer committee responsible for arranging a number of gaming conventions

## Education

2002-2005  
Yale College  
Graphic Design (MFA)

1997-2002  
Connah's Quay High School

English Language  
English Literature  
Science: Double Award  
Mathematics  
Geography  
Design and Technology: Graphic Products  
Design and Technology: Systems & Control  
Media Studies  
Religious Studies  
Welsh Language

## Other Awards and Achievements

BTEC Aviation Studies

Amatuer Radio Intermediate Class Licence

Welsh Second Language  
Commendation Certificate

Rank of Corporal in Flint Air Training Corps

Class of Staff Cadet in Flint Air Training Corps