

Key Skills

Design & Art Direction:	Websites / Microsites / Apps / Branding / Print
Team Management:	Development / iOS / Android / Training / Digital / Print / Video / Recruitment
Digital Design:	Photoshop / Illustrator / InDesign / CC Suite
User Experience:	Site Maps / User Journeys / Wireframes / Testing / Optimisation
Development:	HTML5 / CSS / JS / CMS's / AS2 & AS3 / OOP
Video Editing:	Adobe Premier / After Effects / Sound Booth / Media Encoder
Branding:	Branding / Guidelines / Logo / Social Media / Stationary

Experience

Frontend Manager / Creative Lead – FSB Tech

- Nov 2017 – Current

- Full-time frontend manager, branding and marketing lead.
- Manage 11 Frontend Developers, 1 Digital Designer and 2 iOS Developers.
- Strategy and planning, resource allocation and priority management.
- Maintaining consistency for over 25 client's websites and content.
- Responsibilities include; hands-on development, team development, project management workflow improvements, Creative leadership
- Websites, Apps, Strategy, UX, UI

FSB offers white label channel-less solutions as well as a range of casino and in-store technology. My extensive experience working as a lead digital creative and frontend developer allows me to structure a very productive and responsive team. I am regularly called on to manage the process and often find myself getting involved with the production itself. In addition to managing the team, I also lead the marketing and branding for FSB as well as driving new processes and upgrades to frameworks. The role is a combination of management, hands-on front-end development, design and branding. I also mentor the developers and designer as well as drive recruitment.

Head of Digital / Senior Integrated Designer – IM London

- May 2017 – September 2017

- *Contract role implementing digital production strategies and studio capabilities*
- *Managed 5 Production hubs, 2 Graphic Designers and 1 internal Developer.*
- *Overseeing workloads and maintaining consistency for several client's websites and content.*
- *Responsibilities included; team development, project management workflow improvements.*
- *Websites, Apps, Strategy, UX, UI*

This role was focused on the production capabilities of the studio team and involved a range of digital design and production work alongside the task of restructuring the digital production workflow. The goal was to allow the creative agency to focus on design and creative concept solutions without the worry of intensive development costs. My approach was to allow a full understanding of the timescales required by different approaches in production. The team naturally developed an understanding of the requirements they were producing allowing a more productive and cost-effective method to be used in their productions whatever the budget.

I produced 8 CMS website design and productions during my contract and managed the new workflows implementing Wrike project management and gantt chart scheduling.

This was a 6-month contract, however, I completed the task within 5 months.

Senior Digital Designer / Design Team Lead – Freedman International

- March 2016 – Current

- *Responsible for the digital and print studio team.*
- *Managing 3 Digital Designers, 3 Graphic Designers and 1 Video Editor.*
- *Overseeing workloads and maintaining consistency for several clients.*
- *Responsibilities also include team development and workflow improvement initiatives.*
- *Specializing in the creation, adaption and transcreation of multiple client print or digital campaigns, social media and rich media advertising placements.*
- *Creating high-end digital and print productions for over 25 markets.*

The role is a combination of studio management, team mentoring/development, digital production and conceptualisation. I am also responsible for the freedman brand design and art direction. Freedman is a fast-paced agency which specializes in the adaption and transcreation of digital campaigns for clients including EA Games, Fitbit, Supercell, Shell and Sage.

Working with local and international agencies, receiving and interpreting requests with a huge range of diversity in terms of production methods used and automation feature implementation. I manage the digital developers/designers and instruct on faster working methods and ensure a supply of useable assets for my team.

I also develop application designs and manage production as well as share digital design knowledge and help freedman attain new clients.

Recruitment and freelancer management are also my responsibility, and I have established a reactive studio whilst working on and managing varied workloads.

Freelance Senior Digital Designer / Design Manager - Kaplan International

- March 2015 – Nov 2015

- *Responsible for the marketing digital and print design team.*
- *Overseeing the workload for 4 designers/front end developers.*
- *Specializing in the creation of campaigns, social media content, advertising packages, promotional content.*

- *Creating high-end digital and print design productions catering for up to 15 market languages.*

This role is a combination of management and design. The challenges presented have developed my ability to manage multiple requests, aligning with brand guidelines throughout a range of projects across multiple platforms for varied language markets.

Client and Agency experience has allowed me to implement a new process for all incoming requests, providing a structured and adaptable working method for the marketing design department.

Reporting directly to the Head of creative my responsibilities included management of the design team, consisting of two Middleweight designers, one print and one digital, as well as a Jnr Front end developer plus a remit of freelancers.

I have also been responsible for initial design concepts and layouts and have taken the creative lead on campaign content and standard business requests. This has been an enjoyable role allowing me to utilise my skills as a senior digital designer as well as my effective and creative manner as a team leader.

Freelance Senior Digital Designer – joedesign.ltd.uk

- August 2002 – Current

- *London based multidisciplinary digital designer with over 10 years' experience.*
- *Specialising in the creation of: social media content, rich media banner and mobile ads, app design, game design and email design.*
- *Recent clients include – Kaplan International, National Theatre, Legendary Films, Oasis Fashion, AML Group, Kaplan International, Think Jam, Red Kite PR, Angelus Restaurant and Slow Food UK.*

Senior Digital Designer - Spinnaker London

- June 2013 - August 2014

- *Responsible for creating digital advertising solutions for Sony Pictures UK including; Social Media Content, Rich Media Banner Ads, Mobile Apps, Games and Email designs.*
- *Working from scraps or producing them for the client's UI/UX understanding.*
- *Management/mentoring of junior and freelance designers across multiple projects, scheduling and budgeting skills.*
- *Produced ground breaking digital media and online solutions that over-performed, exceeding clients' expectations.*
- *Other clients included: Tabasco, BordBia, Beachcomber, IMEX*

Senior Digital Designer - MailConnected / MailOnline

- June 2008 - June 2013

- *Produced digital content including: microsites, widgets, rich media banner ads, email designs, social media content, mobile apps and games.*
- *Introduced the drop down bellyband rich media ad format with synchronised cross page advertising.*

- *Managed the digital department within the advertorial team, organising incoming briefs.*
- *Used existing skills with film and video production for the Jacobs Creek wine campaigns which increased general awareness of the brand by 16%.*
- *Other clients included - Trail finders/Emirates/Melbourne Tourism Australia/South Australia Tourism/Singapore Airlines/Cunard/Estée Lauder/Lloyds TSB/Nissan/Suzuki/Sony Pictures UK/Freesat/M&S/Bach.*

Online Creative Developer – ASOS.com

- February 2006 - May 2008

- *Worked alongside the in-house creative team to produce rich media banner ads, microsites and email designs.*
- *This role considerably expanded to include direction of models on catwalk set, operated cameras and editing equipment, publishing captured product videos online.*
- *Personally, increased recording rate from 40 to 110 clips a day with introduction of new software and components.*
- *Operated alone, saving the need for additional camera and lighting engineers.*
- *Saved more than £100,000 per year for studio costs.*

Some of my Technical Skills

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|-----------------------|---------------------|
| • Adobe Photoshop | • HTML5/CSS//JS/OOP |
| • Adobe Illustrator | • Sublime Text |
| • Adobe Animate | • Axure RP7 |
| • Adobe After Effects | • OmniGraffle |
| • Adobe InDesign | • Jira |
| • Toggl | • WordPress |

Education

B.A. (hons) Multimedia Design + PGC/PGD
 Google Double Click Certified
 AS2/AS3 Media Training

References – Available on request