

## Profile

Highly creative & passionate digital designer with 18 years experience in marketing, web design & development, print design, motion graphics and photography. Expert in Adobe Creative Suite, particularly Photoshop, Illustrator, InDesign, Premiere and After Effects. Excellent team player who thrives when working with others, but also confident in taking ownership and working alone; prioritising and delivering outstanding projects including lead-generation campaigns, branding and content marketing.

## Work Experience

JAN 2009  
FEB 2021

### PSU Technology Group Ltd CHELTENHAM

#### Lead Graphic / Web Designer

- Responsible for the PSU brand, its evolution and brand awareness for over 15 years.
- Designed & built the fully compliant, device-responsive corporate website, featuring tools to easily create rich, dynamic, search engine optimised pages and content.
- Produced hundreds of items of print-based media, including marketing brochures & eBooks, infographics, business cards & letterheads, folders, corporate stands, external signage and direct mail.
- Planned & designed many targeted landing pages for PPC campaigns, that consistently acquired high conversion rates.
- Created motion graphics to illustrate concepts clearly and visually that featured as part of social campaigns. This included motion graphics for Gloucester Rugby Club's stadium big screen display that received over 200k potential views as part of a 2-year sponsorship deal.
- Led & executed UX/UI projects including a telephone billing platform and pensions reporting system.
- Company photographer for over 10 years, responsible for employee headshots, press coverage and social media.
- Designed & developed a large scale 100-website project for a telecommunications dealer network and a 14 website project for Toyota.

FEB 2006  
DEC 2008

### PSU Software Ltd CHELTENHAM

#### Senior Graphic / Web Designer

- Lead designer for a custom-built Content Management System. Built many client websites to the CMS's specification, from concept through to completion.
- Designed & developed a large scale 50-website project for Volkswagen.
- Designed stands for conferences, advertising for sides of large lorries and produced company brochures.
- Designed & produced help and training manuals.

MAY 2003  
NOV 2005

### Zethics Ltd CHELTENHAM

#### Senior Web Designer

- Responsible for the design & development of multiple websites, from concept through to completion.
- Produced a range of print-based media including corporate identities.

## Expertise Areas

Web Design & Development

Print Design

Corporate Identity

UI & UX

Motion Graphics

Video Editing

Photography

## Technical Skills

### Software

**Ps** Adobe Photoshop

**Ai** Adobe Illustrator

**Id** Adobe InDesign

**Pr** Adobe Premiere

**Ae** Adobe After Effects

**Au** Adobe Audition

**Lr** Adobe Lightroom

**C** Cinema 4D (intermediate)

**W** Microsoft Office 365 with expertise in:  
Teams, Word, Excel & PowerPoint

### Development

**</>** HTML / CSS / jQuery

**< >** PHP

**< >** C# (intermediate)

**W** CMS (including Umbraco & WordPress)

### Training

**✓** Agile / Scrum

**{ }** Advanced CSS

**U** Web Usability

**W** Web Accessibility

## Education

1999  
2002

University of Gloucestershire CHELTENHAM  
BSc (Hons) Multimedia & Computer Science

## Interests

Outside of work, I enjoy filming & editing video. I am a keen Sunday footballer, love swimming, the gym and participating in obstacle course mud runs.

Currently volunteering for Chepstow Covid-19 Helping Group where I collect and deliver prescriptions for those who are shielding.

