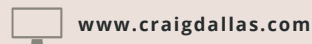
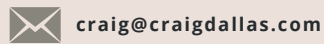
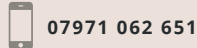




*"I do what I love and I love what I do!
I am a well rounded, self driven digital designer with strong illustrative, photographic and image manipulation skills and an exceptional knowledge of the programs commonly used in the design industry. Having proven my skills in a number of commercial settings, I welcome any projects that challenge my abilities and provide a path to progress in a creative environment."*



Experience

HOTEL Chocolat. Permanent (2009 - now) BRITISH COCOA GROWER

I first joined Hotel Chocolat to undertake a variety of photography and retouching briefs during my freelance career. I am now the lead Digital Creative Designer responsible for conceptualising, producing and overseeing all creative assets to support the brand's Omni-channel marketing campaigns and digital projects. Specifically this includes email, affiliate, display and social media creative as well as all website developments, campaigns, product and additional content imagery.

During this time I have contributed to consecutive year-on-year record-breaking sales revenues online and always strive to aid the achievement of commercial objectives and KPI's. I have worked on concepts through to finished artwork and post-campaign reviews across print and digital campaigns and projects. I am also responsible for the UX and UI design behind Hotel Chocolat's new adaptive website, which launched early 2017 on Salesforce Commerce Cloud. I also aided the transition between rich media solution cartridges from Ampliance to Zmags.

Freelance Contracts (2006 - now)

Further to the completion of my design degree, I have continued to build solid working relationships with local independent businesses through freelance projects. These have included UX/UI design, web builds, logos, branding elements, illustrative assets, photography and retouching. Such clients have included:

SLEEPY BEE STUDIO

A new startup company dealing in "Hand-made Stationery & Gifts". Working closely with the founder of the company and her husband, (lead Print Designer at *Innovia Technology* in Cambridge), I created a responsive ecom Wordpress website in line with the creative guidelines provided.

www.sleepybeestudio.co.uk

FIRST CHOICE DRAINAGE SOLUTIONS

Re-brand including logo elements, van signage and business stationery.

www.fcdrainagesolutions.co.uk

FMEC INVESTMENTS LIMITED

Commissioned photography on location & retouching for apartments to let in Cambridge.

www.craigdallas.com/portfolio/photography

THE OXBRIDGE PORTFOLIO

Another new startup company dealing in "Images of the architecture, life and atmosphere of the great English university cities of OXFORD & CAMBRIDGE". Working closely with the founder of the company; Tim Rawle, I refined the branding and logo elements and built a responsive Wordpress website with Woocommerce integration enabling users to purchase his books, Customised Christmas Cards and forthcoming products; Canvases, Prints and Calendars.

www.oxbridgeportfolio.co.uk

BENCHMARK BUILDING AND ROOFING LIMITED

Working alongside the appointed art director / designer; Andy Simpson, I produced a responsive Wordpress website to 'freshen up' the company's online presence:

www.bmltd.net

Jeep

Bad Boy

Short Term Contract (2006 - 2007)

After university, I headed back to Durban, South Africa to be with my parents. During my visit I met the owner of *Toxic Ink*, who was looking to expand his design team. So I extended my trip and immersed myself into brand development and colour separations for the textile screen printing sector. I was tasked with delivering graphic and illustrative artwork for *Jeep* and *Badboy* clothing but I also worked on colour separations for existing artwork across many of the most notorious brands in the surf industry such as *Quiksilver*, *RipCurl*, *Volcom* and *Fox*.

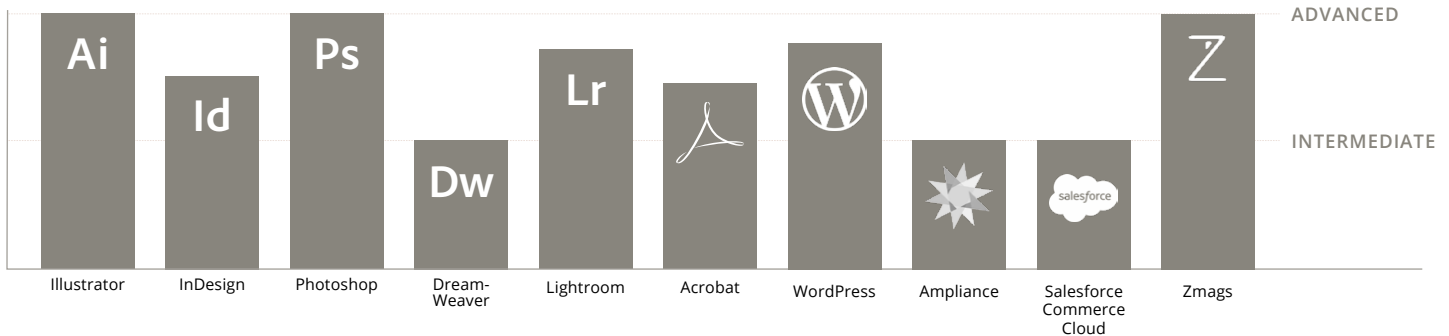
LOUIS SINCLAIR

I designed and built a custom Flash based web portfolio, (soon to be replaced by a responsive Wordpress build), to exhibit this specialist architectural & interior design photographer's work:

www.louissinclair.com

Application Knowledge

I use most of the Adobe Design & Web applications on a daily basis. Most of my time is spent in Photoshop creating a variety of static and animated assets, however I am fully proficient in all of the below applications, at the levels indicated for both web and print projects.



Qualifications

2006

BA (HONS) GRAPHIC DESIGN
Cambridge School of Art
(Anglia Ruskin University), Cambridge

2002

BTEC NATIONAL DIPLOMA ART & DESIGN
Harlow College, Essex

2002

A LEVEL PHOTOGRAPHY
Harlow College, Essex

2002

KEY SKILLS LEVEL3:
MATHS, COMMUNICATIONS & IT
Harlow College, Essex

2000

GCSE
St. Johns C of E VC school, Epping, Essex

A* Art
B Physical Education
B Humanities
B German
B English Language
C English Literature
C Maths
C/C Science (Double Award)

References

CONTACT DETAILS AVAILABLE
ON REQUEST

MICHELLE CORP
Digital Trading Manager
Lilly's Kitchen
(Previously DMM at Hotel Chocolat)

MATTHEW KEYS
Ecom & Digital Marketing Manager
FutureYou
(Previously DMM at Hotel Chocolat)

ANDREW SIMPSON
Freelance Designer
Blueboxcreative Ltd.
(Previously Art Director at Hotel Chocolat)

LOUIS SINCLAIR
Freelance Photographer
Louis Sinclair Photography

TIM RAWLE
Managing & Creative Director
Photographer/Writer/Designer
The Oxbridge Portfolio Ltd.

CHARLIE ALLEN
Owner of Sleepy Bee Studio



Thanks for your time!