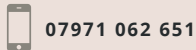




*"I do what I love and I love what I do!
I'm a well-rounded and self-driven digital creative designer with strong illustrative, photographic and image manipulation skills along with an exceptional knowledge of the programs commonly used in the design industry. Having proven my skills in a number of commercial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



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Cambridge, UK

Experience

HOTEL Chocolat. Permanent (2009 - now)

Originally I joined Hotel Chocolat to undertake a variety of photography and retouching briefs during my freelance career. Over the years I've progressed through print and digital design projects leading to my current position as Digital Creative Design Manager. My responsibilities entail conceptualising, producing and overseeing all digital creative assets across digital marketing campaigns and platform developments.

Over time, I have contributed to consecutive year-on-year record-breaking online sales revenues and always strive to aid the achievement of commercial objectives. Although I don't position myself as a UX/UI designer, I took on the UX/UI design challenge for Hotel Chocolat's adaptive website replatform which launched on '**DemandWare**' (now '**SalesForce Commerce Cloud**') back in 2017. I then aided the transition and implementation between rich media solution cartridges from Ampliance to Zmags in 2018.

Freelance Contracts (2006 - now)

During and after completing my design degree, I've built solid working relationships with local independent businesses through freelance projects. These have included UX/UI design, web builds, logos and branding elements, illustrative assets, photography and retouching. Such clients have included:

SLEEPY BEE STUDIO

Working closely with the founders of the company, I created a responsive ecom Wordpress website for their business specialising in hand-made stationery and gift sets: www.sleepybeestudio.co.uk

FIRST CHOICE DRAINAGE SOLUTIONS

Re-brand including logo elements, van signage and business stationery. www.fcdrainagesolutions.co.uk

BENCHMARK BUILDING AND ROOFING LIMITED

Working collaboratively with the appointed art director and print designer, I built and currently host, Benchmark's responsive Wordpress website: www.bmltd.net

LOUIS SINCLAIR

Back in the day I originally built Louis' portfolio website in 'Flash' with good old action script 2.0 - when that was a thing! I've since upgraded his website to a WordPress build: www.louissinclair.com

Jeep

Bad Boy

Short Term Contract (2006 - 2007)

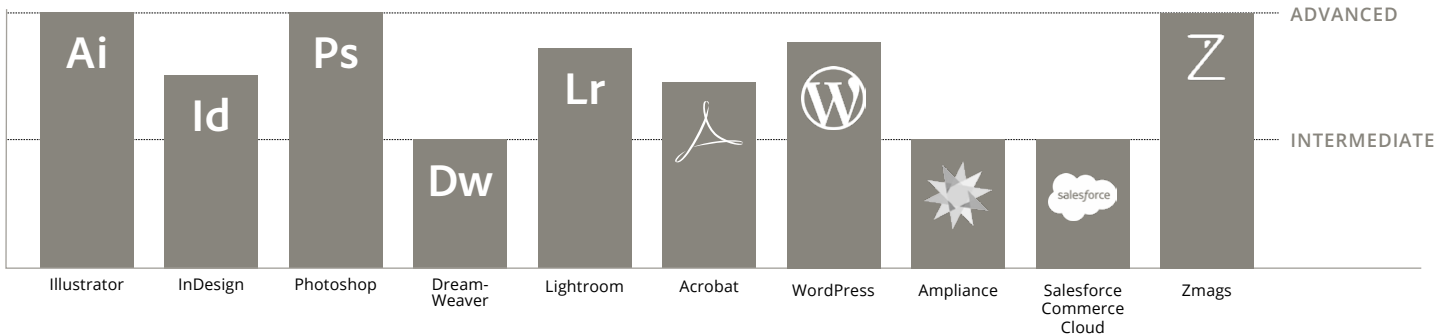
After university, I ventured back to Durban, South Africa to be with my parents. During my visit I met the owner of *Toxic Ink*, who was looking to expand his design team. So I extended my trip and immersed myself into brand development and colour separations for the textile screen printing sector. I 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**.

FMEC INVESTMENTS LIMITED

Commissioned photography on location & retouching for apartments to let in Cambridge. www.craigdallas.com/portfolio/photography

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

- Cambridge School of Art (ARU), Cambridge
- BA (HONS) Graphic Design

2002

- Harlow College, Essex
- BTEC NATIONAL DIPLOMA Art & Design
- A LEVEL Photography
- KEY SKILLS LEVEL 3 Maths, Communications, IT

2000

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



MARTIN BELL
Ecom Director @ Hotel Chocolat



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



CHARLIE ALLEN
Owner of Sleepy Bee Studio



TIM RAWLE
Designer, Writer & Photographer



Thank you for your time!