

BIOGRAPHY

Insightful, ambitious and motivated.

Oh hi! I'm an enthusiastic and inspired designer/art director who thrives in a lively atmosphere where my chilled and friendly but random personality can thrive. With a strong background in creating all sorts of content and solving core business problems for global web platforms, I always welcome new challenges. With a passion for all things design, I am constantly working to utilise emerging technologies to enhance and build a brands awareness with a superb eye for creative flare and great organisation, even if I do say so myself.

PROFESSIONAL SKILLS

Design Tools

Art Direction

Sketch

Invision Studio

Zeplin

Adobe Photoshop

Adobe Illustrator

HTML/CSS/JS

Premiere

Lightroom

Keynote

Design Skills

Design thinking

Grid & Layout

Typography

Colour theory

Retouching

Rapid Prototyping

UI/UX Design

Interaction Design

Wireframes

Storyboarding

LANGUAGES

ENGLISH

Mother Tongue

FRENCH

Standard Level

ITALIAN

Standard Level

HOBBIES & INTERESTS

Technology

Exploring

3D Printing

Music

Photography

Camping

Sketching

Film

EXPERIENCE

From September to Present

FREELANCE DIGITAL CREATIVE

Art Direction, Design, Photography, Videography

London, England

From Sept 2017 - July 2018

CREATIVE LEAD - Dalziel & Pow

Experiential conceptual design for retail stores, UX & UI Design, Google, Cath Kidston, Vodafone, Cole & Mason, Landmark group.

London, England

From June 2014 to Sept 2017

SENIOR DIGITAL DESIGNER - Hugo & Cat

Design direction and creation for product, service & retail experiences. Lenovo, Sony, E.ON, Time Warner & Royal Mail.

London, England

From April 2013 to June 2014

INTERACTIVE DESIGNER - QVC

Design lead for content creation and global app design.

London, England

From July 2012 to March 2013

WEB PRODUCER - The Gadget Show

Video content production, reviews and writing.

London/Birmingham, England

From May 2010 to July 2012

WEB DESIGNER - FitPro

Web/graphic design, event app creation, social media content. LES MILLS, ViPR, K-SWISS, NIKE, ADIDAS

London, England

EDUCATION

From Sept 2005 to April 2010

BSC Multimedia Technology

BCU - Technology Innovation Centre

Birmingham, England

From September 1997 to September 2005

A Level - IT, Drama, Art

GNVQ - ICT

GSCE - English, Math, Drama, French, Italian, Geography

Gumley House Convent School

London, England