

Richmond, London

https://laverne.design

hello@laverne.design 

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### **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

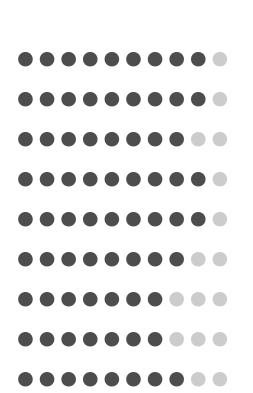
Adobe Photoshop Adobe Illustrator

HTML/CSS/JS

Premiere

Lightroom

Keynote



#### 0 **Design Skills**

Design thinking Grid & Layout Typography

Colour theory Retouching

Rapid Prototyping

Interaction Design

UI/UX Design

Storyboarding

Wireframes

#### **LANGUAGES**







### **EXPERIENCE**

### From September to Present

#### FREELANCE DIGITAL CREATIVE

Art Direction, Design, Photography, Videography London, England

## From Sept 2017 - July 2018

#### **CREATIVE LEAD - Dalziel & Pow**

Experiencial 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

#### **HOBBIES & INTERESTS**



**Technology** 



Photography



**Exploring** 



Camping

3D Printing

Sketching



Music



### **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,

Gumley House Convent School London, England

Geography