

A Designer with experience working on digital marketing campaigns, branding, content creation and motion graphics with an advanced background in Animation and Visual Effects. Successfully delivered time sensitive projects for a small business, start-ups across a range of sectors and a BAFTA and EMMY award winning production company. Committed to creating exceptional design that enhances storytelling in a variety of medium.

Professional Experience

Digital Designer Freelance (Sept 2018 - Present)

Client: Inspire Arts

Conceptualised and created design for album cover.

- Worked on design ideation and concept development through sketches and digitally designed drafts
- Responsible for all 2D and 3D design - worked in Maya, Photoshop & Zbrush, rendered in VRay

Client: Impact Hub Brixton

Managed a creative team to deliver an effective digital marketing strategy. Responsible for the graphic design of social media content and project management. Used client's current budget /resources to increase their user engagement via content creation on social media platforms.

- Led a four person team to create an innovative digital marketing strategy, leading to an 83% increase in client's social media following
- Developed assets and content for email campaigns and social media posts
- Created pitch decks and delivered presentations on a range of useful marketing strategies to key stakeholders
- Developed new social media marketing strategies that aim to increase awareness of Impact Hub's platform whilst giving them the ability to effectively analyse marketing performance and user engagement

Client: MyGoGo Ltd

Developed brand identity, conceptualised, directed and created motion graphics advert for the launch of MyGoGo's digital marketing campaign.

- Thoroughly developed concepts from design ideation based on competitor research and key details attained during client meetings
- Designed landing page concept and initial UI for mobile application
- Responsible for all elements including motion graphics, script writing, storyboard, illustration & sound design

Client: The Events MarketPlace

Created a simple brand identity consisting of logo design and colour identity.

- Generated concepts for logo design based on business values and identity
- Delivered final asset for digital and print application

3D Generalist

JellyFish Animation (Mar 2017 - Aug 2018)

Worked as part of a 3 person asset team, creating 3D props and leading the production of proxy assets and environments for Floogals Season 2.

- Modelled, textured and shaded 3D assets from concept designs
- Created simple & complex rigs for 3D assets
- Lead artist for proxy sets and assets; responsible for creating accurately measured proxies for use in layout and animation
- Created technical drawings of set and proxy assets
- Created layout templates for use in animation
- Delivered assets for client approval

Production Runner

JellyFish Animation (Mar 2017 - Jan 2018)

Administrator for a studio of 40 personnel, ensuring the maintenance and smooth running of the production and studio.

- Front of house duties
- Studio maintenance
- Transporting hard-drives
- Reporting to film set (when required)
- Proxy prop management

Skills

Design

2D & 3D Design Animation Branding
Composition Digital & Print Design
Illustration Sketching Storyboarding
Technical Drawing Typography
User Interface Design Video Editing
Visual Effects

Professional

Analysis Communication
Idea Generation Leadership
Presentational Skills Prototyping
Project Management Public Speaking
Report writing Social Media Marketing

Digital Marketing

Commercial Awareness CRM
Content Development Google Analytics
Market Analysis SEM SEO Strategy

Toolkits

Adobe Creative Suite 3DS Max Canva
Maya Cinema 4D Sketch Invision
Mailchimp Microsoft Office Wordpress

Project Management Packages

Microsoft Project Shotgun Asana Slack

Social Media Channels

Facebook Instagram LinkedIn
Twitter YouTube

Education

Leeds Beckett

(Sept 2013 - July 2016)
BSc Computer Animation & VFX - 2:1

Sir George Monoux

(Sept 2011 - July 2013)
BTEC Level 3 I.T Practitioner
Ext. Diploma - Triple Distinction

Broomfield School

(Sept 2006 - July 2011)
10 GCSEs - Grades A-C
Including Maths (A), English (B), Science (B)
& Art (B)