

ABOUT ME

I am a versatile designer with extensive experience across a range of creative disciplines. I thrive in roles that are dynamic and diverse, where no two days are the same. With a broad skill set and a flexible approach, I excel at delivering high-quality results under pressure and within tight deadlines.

My passion for design and art has driven me to develop strong expertise in industry-standard software, including Photoshop, Illustrator, InDesign, GSAP, Animate, Sublime Text, and XD, with additional experience in After Effects and Figma.

I have led in-person training sessions for design teams at museums and cultural institutions, providing both strategic guidance on creating effective online advertising and practical, hands-on training in banner design and production.

With a keen eye for detail and a forward-thinking mindset, I confidently manage projects from concept to completion. This includes developing ideas, creating high-end Photoshop compositions, photo retouching, designing vector artwork and logos in Illustrator, and preparing materials for print using InDesign. Additionally, I have experience producing HTML banners, email campaigns, and microsites to support promotions and product launches.

I have worked across print and digital platforms, designing a wide range of materials for various applications. My experience spans website design, branding, communications, advertising, and marketing. I also manage a small team of designers, ensuring projects are delivered efficiently and to a high standard.

Outside of work, I enjoy competing in triathlons, staying active, and expanding my design knowledge. I also have a passion for cutting vinyl decals, printing t-shirts, and maintaining and servicing bikes in my spare time.

I am highly motivated and capable of undertaking projects of any scale, bringing creativity and precision to every task.

KNOWLEDGE BASE

Extensive expertise in:

- **Design Software:** InDesign, Photoshop, Illustrator, Animate, XD
- **Coding & Development:** Sublime Text, GSAP, JavaScript, HTML, CSS
- **Office Tools:** Microsoft Office programs, Jira, Monday
- **Additional Skills:** Working knowledge of After Effects and Figma

CAREER HISTORY

LiveScore Group

Senior Digital Designer (November 2020 – Present)

- Develop creative concepts that meet brief requirements while adhering to brand guidelines.
- Design and produce engaging digital content for LiveScore, LiveScore Bet and Virgin Bet.
- Create dynamic HTML banners using GSAP or Animate and engaging landing pages.

- Specialise in high-quality Photoshop composition and retouching.
- Oversee production and quality control for HTML content and Streameye templates.
- Research and implement new technologies and workflows to maintain a competitive edge.
- Produce accurate artwork from storyboard to final product.
- Collaborate with brand guardians and the design team to ensure brand consistency.
- Manage multiple projects effectively, providing regular updates to the Studio Planning Manager.

AKA UK

Senior Digital Designer (August 2016 – October 2020)

- Created digital content for major musicals, museums, and plays in London, New York, and Australia.
- Developed engaging animated HTML banners, GSAP-coded interactive banners, and rich media content.
- Designed HTML emails using the MJML framework.
- Delivered high-quality Photoshop compositions and retouching.
- Explored emerging technologies to enhance design capabilities.
- Produced precise artwork from initial concepts to finished designs.
- Worked closely with brand guardians to maintain visual consistency.
- Managed multiple projects while keeping the Studio Planning Manager informed.
- Led training sessions for internal teams and external clients on banner creation and effective online advertising.

PADDY POWER

Senior Creative Web Designer (March 2012 – June 2016)

- Designed and developed online content for Paddy Power and its sub-brands.
- Created dynamic HTML banners, interactive designs using Celtra, and rich media content via DoubleClick.
- Produced detailed Photoshop compositions and retouching.
- Researched innovative tools and design techniques to enhance production quality.
- Utilised Google Web Designer, Edge, Flash, Photoshop, Illustrator, InDesign, and Sublime Text daily.
- Managed projects from initial scamp stage to final product.
- Collaborated with brand, marketing, and design teams to maintain brand consistency.
- Trained team members and managed a small team of designers.

NEWS INTERNATIONAL LTD

Senior Digital Designer (February 2008 – March 2012)

- Produced digital and print content for major brands including The Sun, The Times, and The Sunday Times.
- Designed animated Flash banners, interactive ads, iPhone app interfaces, and HTML emails.
- Created offline content such as in-paper inserts, vouchers, billboards, magazine ads, and marketing visuals.
- Managed content using Escenic CMS.
- Developed creative solutions that aligned with brand guidelines.
- Delivered accurate artwork from concept to completion.
- Managed multiple projects, providing clear updates to the Head of Digital Design.

EDUCATION

BTEC N.V.Q. 1998 – 1999 – Central Graphics Academy

A Levels 1996 – 1998 – Havering Sixth Form College
Art and Design (Graphics) C

G.C.S.E.'s 1991 – 1996 – Warren Comprehensive School
Technology B, Science (dual award) B, B, Maths C, French C, Geography C, Art C, English (Literature) C, English (Language) B, English (Speaking and Listening) C

REFERENCES AVAILABLE ON REQUEST