
Curriculum Vitae

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About

With a portfolio of work that reaches from multi-script type setting to polishing user experiences, I am a designer with a passion for user research and problem solving. A keen eye for typography combined with a passion for technology mean I tend to seek out projects such as user experience design, way-finding or information design. I have had the opportunity to see projects right the way through from strategic decision making, to research, design and implementation. This overview of the design process has given me a broad skill set. I am in my element when in a team that feels ownership of their project, the buzz on launch day is what keeps me coming back for more.

Employment and Experience

Dalton Maag Ltd

Mar 2014 - Present

Content and Communications Manager

Here I progressed from part time graphic designer, producing posters to a brief, to content and communications manager. Responsible for the ideation, planning and implementation of all Dalton Maag marketing material. As a member of the business development team, our task was to improve sales of our products and services. Working alone and in small teams I had my hand in strategic decisions, project management and of course, design.

My proudest moment was the launch of the new Dalton Maag website and online business models. As project lead I was involved in all stages, this included working with a small team which conducted research, design and the final build of the site. In launch month we achieved the largest turnover from online sales in over 3 years. Site visitor numbers doubled and bounce rates improved by 30%.

Whilst at Dalton Maag I have had the pleasure of collaborating with internationally renowned design studios including Method, North Design and the Nokia studio.

Millingtons Associates

Sept 2011 - Sept 2012

Freelance Designer

Millingtons were a freelance client. I provided graphic design and art working for them on several occasions. They produce window installations for the retail sector, working on large scale designs or window stickers. This work has allowed me to gain experience working at large sizes and allowed me to develop skills in the production of 3d design.

400 Communications

Sept 2010 - Jan 2011

Intern

400 took me on for a series of several internships. My duties varied day to day but mainly involved supporting the existing design team in creating publications, websites and general design work. I worked on projects for notable clients such as Royal Mail and Mace.

Skills

Extensive Knowledge

Typography
Multilingual type setting
User Experience Design
User Research
Print Design
3D / Super Graphics
UI, Web and Mobile design

Additional Skills

Bringing products to launch
Brand and Content Management
Marketing
Agile working structures
Photography
Videography
Typeface Design

Qualifications

London College of Communication

BA Bachelor of the Arts Design for
Graphic Communication **2.1**
FDA Design for Graphic
Communication **Merit Plus**

Farnborough Sixth Form College

A-level Graphic Design **B**
A-level Photography **B**
A-level Physics **C**
As-level Business Studies **B**
As-level Mathematics **E**

Calthorpe Park School

GCSE Maths **A**
GCSE English Lit **B**
GCSE English Lang **B**
GCSE Physics **A**
GCSE Biology **B**
GCSE Chemistry **B**
GCSE IT **B**
GCSE Art **C**
GCSE History **B**
NCFE Music Technology **Pass**