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As a creative professional I live & breathe everything design, starting at a young age I have worked, taught myself & learnt an eclectic set of skills to get to where I am today.

I have over 17 years industry experience across digital, print, development, computer games & a background in fine art, I thrive in a collaborative, creative environment that pushes the boundaries of my abilities allowing me and my team to develop skills further & being freelance, work both by myself & with the combined talents of my studio residents.

I'm a confident, collaborative & ideas driven team player that revels in a challenge. An expert in the Adobe Creative & Design Suites including After Effects, Adobe XD, Sketch & InVision with a strong understanding of the coding side that allows me to communicate design ideas to techs.

My skillset is heavily based these days around art direction, marketing strategy, UI/UX, Digital /Print design, Illustration & 2D art as well as people & agency management using agile in Asana, JIRA & the humble Trello.

Creative

Freelance

October 2019

Present

All round freelance designer working across any & all creative projects from inception, mid-build & post creation / creative assets.

- Production Design.
- Prop Design & Build.
- Set Design & Build.
- Art Direction.
- Animation, Illustration & Motion Graphics.
- Video / Photographic content, Editing, Production - Pre & Post.
- Film & Video advert creation, Direction, Production.
- Writing for Short Film, TV & Advertising.
- UI/UX Design for web including User Flow Generation, Wireframing, Prototyping.
- Website Design & Management.
- Marketing Strategy.
- Creating brand identities, logos & guidelines.
- Packaging Design.
- CGI for print & digital (static) - stylised to photoreal.
- Concept art, Painting & Fine Art.
- Bespoke engineering / bicycle / electric motorbike commissions.

Senior Designer

The Bottle Club

October 2017

October 2019

Initially called Winemill I have worked as the Lead UX/UI Designer / Website Manager, overseeing all website development and design. Working closely with the new ecommerce manager we have increased revenue by over 1000% YoY & I have facilitated a re-brand from start to finish as well as 2 website re-designs including a platform switch (Magento to Shopify).

- Art Direction.
- UI/UX Design for the website & additional site features / apps.
- Wireframing, Prototyping & user flow generation.
- Agency & website management.
- Magento & Shopify Management, Migration & Logistics development.
- Marketing strategy across all platforms.
- Creating brand identities / guidelines & overseeing their development.
- Packaging design (Millennium group, Elm Spring, Panther Energy).
- Animation & Illustration.
- Video / photographic content, editing, production, post & management.
- Managing sales & e-commerce performance.
- Liasing with e-commerce management & managing directors.
- Working with data & purchasing manager for stock strategy / sales.

Designer
Freelance
June 2017
October 2017

Working with various clients. During this time I set up & registered my online e-commerce venture **MatchboxArts.co.uk**.

- Art Direction.
- Business development, management & marketing strategy.
- Creating brand identities/guidelines.
- 3D Art for print, digital & out of home.
- Wireframing, Prototyping & user flow generation, UI/UX Design for online apps & web.
- 2D Art/Illustration and storyboarding for print, digital and out of home.

Senior Designer
Vision Direct
May 2015
June 2017

Managing a junior creative & myself to create on brand content for print, digital & on-site media.

- Developing a consistent look & feel for the brand including guidelines.
- Wireframing, Prototyping & user flow generation alongside the UX designer.
- Collaborating with IT to get projects built & released to spec.
- Hiring / Working with freelancers to create work externally.
- Liaising with agencies & directing on video & photo shoots with them.
- A B testing for affiliate & email marketing including onsite content.

Mid-Weight Designer
TAG Worldwide
May 2012
May 2015

Working agency side creating digital & print media for companies such as H&M, Sony, Tesco, Landrover & Amazon in a fast turn around environment.

- Online Ad creation, including assets & build.
- Video editing for digital out of home & TV ads.
- Managing CMS / Front end development.
- Flash design.

3D Artist
Historical Engineering
2010 - 2012

Working for a games company, I was tasked with managing 2 other artists based in Maldiva as well as day to day delivery of digital & print & in game assets.

- Concept & 2D art.
- 3D Art for in game & promotional.
- UI & UX Design, Wireframing & Prototyping for in game experience.
- Other asset creation for digital & print.

Flash/HTML designer
Freelance
2008 - 2010

Freelanced for companies such as YoYoTech, ANA airlines, Kerrang & other agencies.

- Print & digital marketing collateral.
- Email templates & landing pages.
- Flash microsites & mini-games.

Junior Creative
The 3rd Edge
2005 - 2008

Working with a small agency learning the Adobe creative suite, Lightwave 3D, Premiere pro, After Effects Poser & Zbrush. I had the privilege to work on a lot of illustration work & 3D renders for experiential & print, with clients including Tesco, Specsavers, News international & Tropicana.

Other Interests:

- Arduino applications / machines & robots.
- Building Raspberry Pi devices.
- Creating 3D models for 3D printing & prototyping purposes.
- Building - motorbikes, ebikes, microelectronics, props & other applications.
- Painting & Drawing based on my fine art background.

Thank you for your time

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