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DOB

14.03.1984

CV

So I'm Charli...

I have over 10 years' experience in various roles within the design industry, I've collected a range of skills and experience. Starting from the ground level in many roles I have progressed and learnt quickly. Fearless, creative & dedicated I have the skills to motivate & inspire, network and manage. Happiest when being creative, I'm always looking for the next challenge.

Details of my current employment are on the 2nd page of this CV

Education

Southampton Solent Uni

2003 – 2006

BA (Hons) Fashion Promotion &
communication

Totton College

2000 – 2003

Foundation Degree in Art and Design

Merit. **A2 levels:** Graphic Art, Drama &
Theatre Studies **As levels:** Graphic Art,
Drama & Theatre Studies & Film Studies

Testwood School

1995 – 2000

GCSES: History (A), Graphic Art (B),
English Literature (B), English Language
(B), Drama (B), Mathematics (C), Double
Science (C, C), French (C) & Core R.E.
(Distinction).

Achievements

Noted articles, artwork & photography published in print format:

Fighters Only, Martial Arts Illustrated, &
Advanced Photoshop Magazine.

Large scale Marketing Campaign

showcased in WestQuay Shopping
Centre

Journalism & PR:

Face to face interviews with Actor Tom
Hardy for Lionsgate, Coverage of UFC &
BAMMA, Event coordination for film:

Past Employment History

Printing.com (2008)

Graphic Designer

Customer service, client liaison & account management
Impacting upcoming projects including cost & quotation documents
Marketing collateral including POS, brochures, leaflets, posters,
exhibition stands, stationery including email signatures, letter heads &
business cards, stickers, booklets, postcards, artwork.

The Hayward Studio (2008 - 09)

Junior Photographer to Design Development Manager

Complete rebrand of the identity of the company.
Design of all marketing incl signage, POS, booklets, price guides &
leaflets, design of all sales collateral.
Family & contemporary portrait photographer, graphic design both for
portraiture and Art pieces, retouching and editing all images.

Digits Industries Ltd (2009 – 2011)

Junior Web Designer to Unofficial Team Leader & Project Manager

Project management responsibilities:

Customer service, client liaison & account management
Impacting upcoming projects including cost & quotation documents
Deadline control / negotiation & management.
Task breakdown & resource allocation creation using Microsoft project.
Priority evaluation and delegation.
Team work load scheduling.
Client & business liaison, Account management.

Design Responsibilities:

Fully layered brand ready PSD concepts.
HTML & CSS Coding, concept & creation of email templates.
Additional web ready graphics such as banners, content management.
Creation of wireframes, navigation design
Creation of information architecture designs & sitemaps
Elearning & USB applications

References

Capita

Mike Wells

head of IT applications & Services

Telephone 07557 565627

Email: mike.wells@capita.co.uk

Steve Merriman

Divisional IT Director

Telephone 07585 404519

Email: steve.merriman@capita.co.uk

Digits

Chris Wharton

Studio manager

(at time of employment)

Telephone 07919 360506

Email: chris@weare2ndfloor.com

GYM01

Gareth Johnson

Director

Telephone: 07738 789844

Email: gareth@gym01.com

AddictedMMA

Ben Farrelly

Owner

Telephone: 07709 315404

Email:

benfarrelly@addictedmma.com

HTML & CSS

I am an active designer though this role has become less during my time at capita as importance in UX design has grown & developed my role.

- Implementation of social media & management of such
- Jquery (mainly image galleries & Banner areas) & using Google web fonts
- Understanding and basic knowledge of Google analytics

Current Employment

Capita

Web Designer

Whilst working for Capita I have broadened my skills in UX & UCD design, specialising in the review & analysis of current websites and providing proposals for redesign solutions for both the visuals & journeys of the sites.

Visual Design specific for web

- Fully layered brand ready PSD concepts
- Including Desktop, Tablet and smart phone versions
- Additional web ready graphics such as banners.
- Concepts for social media layouts such as Twitter & Facebook
- Navigation design, Interaction Design, web based forms including registration, login, questionnaires
- The creation of wireframes & The creation of simple prototypes using Axure
- review technical constraints & take them into account
- Writing web copy & concept creation of email templates

User Centred Design

- Use research based on meetings with, & data provision from, relevant marketing departments
- Creation of personas to cover key user types identified during research
- Translation of persona goals and objectives into logical steps and then on to task based user journeys
- Compilation of prioritised user requirements including content, features, and functionality

Research, review & Analysis

- Impacting upcoming projects including cost & quotation
- Usability reviews of existing sites
- convert their business input into a user focused design solution
- Usability Testing & development review
- Testing the functionality of re-designed web pages and requesting improvements/enhancements from technical teams

Client Meeting / Persona Workshops

- Involvement in re-design scoping and strategy workshops
- Meet & Liaise with client focused business departments
- discussing and analysing an existing website with the business to explore strengths and weaknesses of a current site
- Liaise with business representatives to agree ideal user journeys through to user task completion
- review the results of a given design phase so that comments and other feedback can be factored into design refinement

Branding & corporate identity

- Logo and identity design
- Brand guidelines & best practise documentation