
Employment & Experience

Sony Music, London

Senior Designer Artists Networks: November 2010 - Present

I'm currently working as a senior designer for Sony Music's D2C artist network. The role requires me to produce creative designs to promote their artists internationally, in the USA and in the UK. My responsibilities include designing web sites, wire-frames, banners and other digital assets to work within the Sony Music development platform. I'm also involved with taking creative briefs from different labels/management and communicating with different territories in order to make sure expectations and goals of each project are set. I've also been tasked with creating designs that will push the boundaries of the platform but still be compliant as well as improving current templates to aid in faster turn around time for urgent work. I oversee external designs to make sure that they are of a high standard and fit within the platform. I work closely with the UI/UX team in New York to make sure my designs adhere to company standards.

AKA Ltd, London

Senior Digital Designer : January 2008 - October 2010

Senior digital designer for clients within the live entertainment industry such as the RSC, Batman Live, Hairspray, Billy Elliot, High School Musical, Sister Act, Walking With Dinosaurs, Oliver! and Doctor Who Live. My responsibilities include creating online brand development, designing and building web sites, widgets, animations, social media, SEO, banner ad and e-mail campaigns to help promote these high profile shows. I've also been involved in creating various designs for successful pitches including Legally Blonde The Musical and Shrek The Musical. I've helped to develop the internal processes of the department, present in client-facing meetings and line managed 5 other digital designers/ developers. This includes setting objectives and performance appraisals.

Various Freelance Web Design Projects

June 2007 - December 2007

Working on a freelance basis in order to take on specific projects that have interested and engaged me. This helped to keep my experience varied and has also given me a way of learning important new skills.

Digital Marmalade Ltd, Beckenham, Kent

Lead Graphic and Web Designer : October 2003 - June 2007

Lead graphic & web designer for various clients such as Kinder Looney Tunes Racers campaign, Steve Brookstein (X Factor) and the UK's largest independent tour operator Cosmos. I was involved with projects throughout all stages of production. I worked on projects as an individual and also in a team capacity. I gained experience in dealing with clients, attending meetings, planning processes and consultation. I worked closely with developers to ensure my work was integrated with the various content management systems. During my time with Digital Marmalade I won 3 industry awards for The Chapel and Barker Gillette web sites and was Designer of the Month in June 2005's .net Magazine.

Imagination Ltd, London

Freelance Designer / Animator - August 2003 - October 2003

Design and produce graphics for the 2003 Frankfurt Ford Motorshow. Work included producing onscreen graphics, animation and image editing.

Gladiators Zone - www.gladiatorszone.co.uk

Volunteer Web Site Designer / Producer : 1998 - 2000, 2008 - 2009

Design, produce and maintain an interactive animated web site for the history of the ITV show 'Gladiators'. This project was restarted in 2008 due to the Sky1 revival.

Stelro Print & Design, Darlington

Junior Graphic Designer : 1999 - 2000

Creating new designs and also working with existing designs. Experience included imposing design for film output, film outputting, using various printing, folding and binding machinery and dealing with clients.

Jennifer Stoute (Former Olympic Athlete)

Freelance Graphic Designer : 1996 - 1999

Design for fan club membership pack and related merchandise. Responsibility included design, production, obtaining content/interviews and printing of a quarterly newsletter and related material.

Mawers Talbot Print, Darlington

Work Placement : 1998

Included learning about the design process, printing, preparing and producing transparencies and also print plates.

Diane Youdale (Television Personality and 'Jet' from TV's Gladiators)

Freelance Graphic Designer : 1995

Design for newsletters and information sheets used for correspondence to huge amounts of fan mail.

Skills

Graphics: Adobe Photoshop, Adobe Illustrator, Adobe ImageReady.
Web Sites: Adobe Dreamweaver.
Multimedia: Adobe Flash.
Audio: Adobe Soundbooth.
Desktop Publishing: Adobe InDesign.
Video: Adobe Premier, Adobe After Effects.
Miscellaneous: Swift 3D, Poser, Facebook, Twitter, MySpace, Mobile Sites.
General: Microsoft Office, FTP Clients.

Languages: XHTML
CSS
Actionscript 2 (Learning Actionscript 3)
Javascript
JQuery
HTML 5
PHP (Basic)

Operating Systems: Fluent in both Mac OS and Windows.

Portfolio

A portfolio of some of my best work can be found online at www.noddydog.co.uk

References and more examples of my work are available on request.

