

# Alison Merriman

T: +44 (0)7973 536595

## CREATIVE SKILLS



Visual design for digital and print  
Image sourcing and editing  
Brand design // Identity



UI // Web // Storyboarding  
Concepting // Art direction



Illustration // Pitch design  
UX // Artworking



Motion graphics // Copy editing  
Video editing // Photography

## SOFTWARE & TECHNICAL SKILLS



Adobe CC 2023 // Photoshop  
Illustrator // InDesign // Acrobat



Sketch // Figma // XD // InVision  
Dreamweaver // MailChimp



Word // PowerPoint //  
HTML // CSS // Litmus // Excel  
Dotmailer // Campaign Monitor  
Adobe Experience Manager  
WordPress // Shopify



After Effects // SEO  
Javascript // PHP

## INTERESTS & VOLUNTEERING

Passionate about the arts, sustainability, community and the environment.

Allotment plot holder, gardener and lover of the outdoors.

## TESTIMONIAL

"We hired Alison to do a brand refresh and design some critical web pages and social media assets for us.

She was fantastic - we had a very tight schedule and were enormously pleased with the results. Not only did she come up with some really clean, vibrant designs, just as we were looking for, but everything was delivered in a very professional and conscientious way." - **Hustle Badger**

## CAREER HISTORY

**Visual Designer (freelance) // Various agencies/brands** 05/2020 - present

Freelance digital and print design at creative agencies *Havas Helia, Zone Digital, Haygarth, TMW, Maverick* and *W2O* as well as smaller clients.

Visual concepts and design of social assets, emails, UI screens, storyboard visuals, digital guides and other marketing material for clients including *BMW, First Group, Lloyds Banking, Vodafone, Pets at Home, Diageo* and *Royal British Legion*.

**Senior Designer (freelance) // Willis Towers Watson** 11/2019 – 04/2020

Concept, design and artwork of user-focused digital and print materials for marketing and communications of high profile corporate organisations' pensions and staff benefits schemes. Clients included *TfL, Aviva, DHL, Shiseido, Vodafone*, and *Visa*. Briefs also included design work for pitch presentations.

**Communications Designer (freelance) // Ministry of Justice** 12/2018 – 06/2019

Worked agilely with multiple stakeholders in the *Prisons and Probation Service* to create and present ideas for posters, reports, email templates, and ad hoc graphics.

**Digital Designer (freelance) // John Lewis Partnership** 10 – 11/2018

Design and delivery of compelling web assets and page layouts for *johnlewis.com*. Creation of suite of promotional graphics for the *Handy Hotel Concierge* mobile app.

**Digital Designer (freelance) // Dixons Carphone Group** 02 – 08/2018

Creation of digital and print designs for *Carphone Warehouse, Currys PC World* and *Team Knowhow*. Included email designs, animated banners and welcome pack.

**Digital Designer (freelance) // Kano Computing** 10 – 12/2017

Worked closely with Creative, Marketing and Web Development teams to design, present and deliver responsive emails, web graphics and animated Google banners for '*Black Friday*', seasonal promotions and '*Hour of Code*' educational campaign.

**Brand Designer (permanent) // Virgin Trains** 08/2010 – 08/2017

Liaison with departments across the business and external agencies on a wide range of digital and print projects. Hands-on design work from concept to completion. Additional responsibilities included brainstorming, mentoring a junior team member, supporting colleagues with digital transformation and championing digital design.

**Digital Designer (freelance) // CLIC Sargent** 10/2009 – 08/2010

Creating HTML emails, banners and web graphics for the in-house design team.

**Designer (freelance) // Printout Productions** 10/2007 – 09/2009

**Middleweight Designer (permanent) // PH2 Ltd.** 10/2004 – 09/2007

**Designer (permanent) // Confetti Networks Ltd.** 10/2001 – 10/2004

## EDUCATION & FURTHER TRAINING

**BA (Hons) Graphic Design // 2:1** University of the Arts (Camberwell)  
**BTEC (HND) Illustration // 2x distinction, 2x merit** Swindon College of Art  
**Foundation in Art & Design** Eastbourne College of Arts

**Mobile UX & Responsive Design** Webcredible  
**HTML5 & Responsive Web Design, CSS** Media Training Ltd.