

Alison Merriman

t: +44 (0)7973 536595 e: alison@marksmade.com w: marksmade.com

I'm an accomplished designer specialising in digital, with over 10 years industry experience both in-house and agency side as well freelancing. I'm a skilled communicator, delivering highly creative, customer-focused design solutions. I can interpret a complex brief and produce original and innovative ideas that reflect a brand and its values. I'm self-motivated, proactive and also enjoy being a team player who can confidently lead on projects. I have precise attention to detail, producing pixel perfect artwork and thoroughly test any development work for browser and platform compatibility.

CAREER HISTORY

Feb – April 2018 **Freelance digital designer for Dixons Carphone Group**

Working in the fast paced and reactive creative design team, designing email campaigns for Carphone Warehouse CRM. Included new handset launches, monthly deals and newsletters. Involved adapting master campaign branding for desktop and mobile, as well as developing new ideas for regular deal communications. Ensuring that designs were created to the correct specification and delivered on time to the development team.

Oct – Dec 2017 **Freelance digital designer for Kano Computing Ltd.**

Working closely with the creative, marketing and web development teams to design, present and deliver on brand marketing and advertising communications. Predominantly focusing on email design and build, I was required to look at the overall optimisation of the Kano email template.

- Created emails, web graphics and banners for Kano's 'Black Friday' and 'December Offer' promotions.
- Designed and built emails for 'Hour of Code' educational campaign.
- Refreshed design and content of onboarding email suite for Computer Kit purchasers to tight deadline.

Aug 2010 – Aug 2017 **Digital brand designer at Virgin Trains**

Working within the brand team in the marketing department I worked closely with the rest of the design team and led on a wide range of digital design projects from start to finish. My role also involved working with departments across the business as well as external design agencies and other suppliers.

- Instrumental in developing email guidelines for Virgin Rail Group and led on the solus emails redesign in line with the new guidelines.
- Named and branded business train travel booking portal and app 'Railblazers'.
- Was the in-house creative lead for Android Messaging case study for Google. Produced screen mockups and presentation visuals for an international business showcase in Barcelona.
- Creation of page designs and site assets for virgintrains.com and worked closely with the digital team to rework their website guidelines.
- Design of on brand creative for use across all social media channels, ensuring visual consistency.
- Redesigned onboard WiFi pages with consideration for user device sizes.
- Design of animated web banners for display on partner websites.
- Championing digital design, keeping up with trends in email and web development and supporting colleagues wishing to expand their digital design skills.

Oct 2009 – Aug 2010 **Freelance digital designer for CLIC Sargent**

Working with the in-house design team to design and produce html emails, banners and other web graphics for leading children's and young person's cancer charity CLIC Sargent. Projects included consulting on and created improvements to branding of clicsargent.org.uk and redesigning sub brand website Yummy Mummy.

Oct 2007 – Sept 2009 **Freelancer for Printout Productions (formerly PH2 Ltd) and own clients**

Worked on various small web design projects. Most work received via personal recommendations.

Oct 2004 – Sept 2007 **Middleweight designer with advertising design agency PH2 Ltd.**

Worked within a small team designing and producing websites and print marketing material for a range of clients including publisher Random House, YMCA fitness club and property company Beltico Group.

Sept 2003 – Oct 2004 **Lead designer at Confetti Networks Ltd.**

Sept 2002 – Sept 2003 **Designer at Confetti Networks Ltd.**

Oct 2001 **Work experience at Confetti Networks Ltd.**

All aspects of on and offline design, within a small in-house production team. Included html web page creation and retail graphics for high street stores.

SOFTWARE & TECHNICAL SKILLS

- Highly proficient in Adobe CC Photoshop, Illustrator, Dreamweaver, InDesign and Acrobat.
- Proficient in Sketch, Adobe XD and InVision.
- Up to date and highly proficient HTML and CSS programming skills. Experienced at designing and coding responsive HTML emails and websites.
- Basic knowledge of Adobe After Effects, Javascript, jQuery, Php and various video editing software.
- Experience at using a wide range of email marketing clients such as Mail Chimp, Dotmailer and Campaign Monitor. Email testing using Litmus.
- Experience working with content management systems such as WordPress, Perch, Shopify and Magento.

CREATIVE SKILLS

- Can self-manage concept, design and construction of HTML emails, web pages and animated banners within a set time frame to a given budget.
- Design of corporate identity and logos. Implementation of brand guidelines on various projects.
- Can design and artwork print based material such as posters, leaflets, pull up banners and merchandise.
- Digital photography of merchandise and editing/retouching of various digital images.
- Image sourcing for a wide variety of briefs and have been involved in art directing photo shoots.
- Creation of bespoke illustrations for various on and offline campaigns.
- Copy writing for websites, emails and other marketing material, reflecting the Virgin Trains tone of voice.

INTERPERSONAL SKILLS

- Can confidently present work to stakeholders and clients.
- Collaborates well with copywriters and other designers, sharing ideas, coordinating brainstorming sessions and giving creative feedback.
- Maintains excellent relations with clients, agencies, developers and staff in other departments.
- Responds and acts on feedback to continuously grow and improve self.
- Has assisted with interviews for hiring new designer roles.

EDUCATION

Camberwell College of Arts

BA (Hons) Graphic Design, 2:1

Swindon College of Art

BTEC (HND) Illustration 2x distinction, 2x merit

Eastbourne College of Arts & Technology

Foundation in Art and Design

FURTHER TRAINING

Webcredible

Mobile UX & responsive design; SEO

Media Training Ltd.

Html 5 and responsive website design; CSS

REFEREES

Available on request.