

Alison Merriman

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

I'm an accomplished designer specialising in digital, with over 15 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

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.

- Consulted on and created improvements to branding of clicsargent.org.uk.
- Redesigned 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.

- Created branded graphics for new Leeds store, helping to strengthen brands presence on the high street.

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 building 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 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.