

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 it's 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

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 lead 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 lead 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.

- Designed and built website alp-design.co.uk and produced offline promotional material.
- Designed new identity and website for zman.co.uk working closely with Umbraco developers C3X.

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.

- Helped produce winning creative pitches for clients AM Development and Beltico Group.
- Created Flash based advent calendars for Random House for three consecutive years.

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.
- Up to date and highly proficient HTML and CSS programming skills. Experienced at designing and building responsive HTML email and websites.
- Basic knowledge of Javascript, jQuery, Php, After Effects, QuickTime Pro.
- Experience at using a wide range of email marketing clients such as Mail Chimp, dotMailer and Campaign Monitor.
- 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

VOLUNTARY WORK

- Designed identity and usage guidelines for Brockwell Park Community Greenhouses (BPCG), and helped set up their initial website, working closely with the trustees and other members of the charity. BPCG has since gone on to fully establish itself as an award winning local charity.
- On-site digital photographer and editor for Glastonbury Festivals for four years. Part of a small team reporting on performances and scenes around the festival during the weekend event.

REFEREES

Available on request.