

Alison Merriman

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

I'm an accomplished digital designer with over 10 years experience. I've been based both in-house and agency side as well as freelancing for my own clients. I'm a skilled communicator with precise attention to detail that can deliver highly creative design solutions. I can accurately interpret a complex brief and produce original and innovative ideas quickly and under pressure that adhere to brand guidelines. I'm self-motivated and proactive, but also enjoy being a team player who has the ability to lead on projects.

CAREER HISTORY

Aug 2010 – present Digital / brand designer at Virgin Trains

Working within a small design team in the marketing department I'm responsible for producing customer facing digital design and ensuring that it adheres to the Virgin Trains brand guidelines. I work closely with the other in-house designers, external agencies and also other internal departments across the business. The scope of projects includes designing and building HTML emails, pages for virgintrains.com, branding various digital platforms, producing web banners and other ad hoc digital graphics. I'm also responsible for writing copy for all the aforementioned material and undertake some print projects where there is a cross over into digital.

Oct 2009 – Aug 2010 Contract Digital designer for CLIC Sargent

Designed and produced emails, banners and other web graphics, under strict brand guidelines for leading children's and young person's cancer charity CLIC Sargent. I consulted on and created assets for re-skin of clicsargent.org.uk.

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

Worked on various small design briefs, mostly web based. Most work received via personal recommendation from existing clients. Designed new identity and website for zman.co.uk. Designed and built iwonyoga.co.uk and alessandroraho.com.

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.

Oct 2001 – Oct 2004 Graphic designer at Confetti Networks Ltd.

All aspects of on and offline design, within the small in-house production team. Instrumental in helping to develop the strength of the brand visually in the retail sector when Confetti opened their second high street store in Leeds.

SOFTWARE & TECHNICAL SKILLS

- Highly proficient in Adobe CC Photoshop, Illustrator, Dreamweaver, InDesign and Acrobat.
- Proficient HTML5 and CSS3 programming skills. Experience designing and building responsive websites.
- Basic knowledge of Javascript, jQuery, Php and After Effects.
- Experienced at using a wide range of email marketing clients such as Mail Chimp, Newsweaver, and Campaign Monitor

CREATIVE SKILLS

- Can self manage concept, design and construction of websites, animated banners and HTML emails as well as printed collateral within a set timeframe to a given budget.
- Design of corporate identity and logos. Implementation of brand guidelines on various projects.
- 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 and icons for various on and offline campaigns.
- Copy writing for websites, emails and other marketing material reflecting the brand's tone of voice.

EDUCATION & FURTHER TRAINING

Camberwell College of Arts
Swindon College of Art
Eastbourne College of Arts & Technology
Media Training Ltd.

BA (Hons) Graphic Design, 2:1
BTEC (HND) Illustration 2x distinction, 2x merit
Foundation in Art and Design
Html 5 and responsive website design. CSS course.

REFEREES: Available on request.