

Alison Merriman BA(Hons)

t: 020 8678 7847 m: 0797 3536595 e: alison@marksmade.com w: marksmade.com

Accomplished web/graphic designer with over 7 years industry experience, including 3 at a London design agency.

Skilled communicator delivering highly functional and user focused online design solutions.

Adept at accurately interpreting a complex brief then producing original and innovative ideas quickly and under pressure.

Self motivated and proactive, always looking for opportunities to develop design and technical skills and produce inspiring and creative work.

Precise attention to detail and thorough browser/platform compatibility testing for all online projects.

KEY SOFTWARE & TECHNICAL SKILLS

- Highly proficient in Adobe CS3/4 Photoshop, Illustrator, Flash, Fireworks, Dreamweaver, Indesign, Quark Express and Acrobat.
- Expert HTML and WC3 standards compliant XHTML and CSS programmer.
- Experience and knowledge of bespoke and open source content management systems such as WordPress, Joomla and OSCommerce
- Intermediate knowledge of JavaScript, ActionScript and basic knowledge of jQuery
- Basic knowledge of After Effects, QuickTime Pro
- Sound working knowledge of email marketing clients such as Vertical Response and dotMailer
- Microsoft: Word, Powerpoint, Excel.

CAREER HISTORY

01/10/09 – present **Freelancer for CLIC Sargent as well as continuing work for own clients.**

Contract work as a web designer for charity CLIC Sargent. Producing html emails, banners and other web graphics, in keeping with brand identity.

Advising on all visual aspects of CLIC's online presence from a user experience point of view. Recently updated main website www.clicsargent.org.uk with refreshed branding.

Freelance websites created include:

www.zman.co.uk (site and identity redesign)

www.radflek.com (site construction)

www.jerrydammers.com (site design and construction)

01/10/07 – 30/09/09 **Freelancer for Printout Productions (formerly PH2 Ltd) and own clients.**

Working on various small design briefs, mostly web based.

Most work received via personal recommendation from existing clients.

Projects undertaken from initial concept through to completion include:

www.garethwilliams.biz www.alessandroraho.com

www.iwonayoga.co.uk www.alp-design.co.uk

25/10/04 – 30/09/07 **Middleweight designer with advertising design agency PH2 Ltd.**

Worked within a small team designing and producing websites, banner ads and print marketing material for a range of clients including Random House, YMCA Club and Beltico Group.

10/01 – 22/10/04 **Lead designer - junior designer - work placement at Confetti Networks Ltd.**

A period of six weeks work experience during final year of degree.

Worked first as junior designer with promotion to lead role after a year.

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

CREATIVE DESIGN SKILLS

- Partly responsible for winning creative pitches for clients AM Development and Praia D'El Rey whilst at PH2.
- Self managed concept, design and construction of websites, Flash banners and HTML newsletters within a set timeframe to a given budget.
- Designed and artworked high calibre print collateral such as stationery, newsletters, brochures and large scale exhibition graphics to a given brief in a fast paced environment, often under pressure.
- Design of corporate identity and logos. Implementation of brand guidelines on various projects.
- Digital photography of shop merchandise, editing/retouching of various digital images and batch processing for web output.

INTERPERSONAL SKILLS

- Responsible for tutoring and advising junior staff and delegating their workload.
- Conducted interviews for hiring junior staff.
- Collaboration with other designers and liaison with freelancers, developers, account handlers and other production staff on a day to day basis.
- Successfully dealt directly with clients both face to face and via email and telephone.
- A team player with a good sense of humour.

EDUCATION AND FURTHER TRAINING

Media Training (Islington)	Feb 2007	One to one tailored CSS training course
Camberwell College of Arts	1999 - 2002	BA (Hons) Graphic Design, 2:1
Swindon College of Art	1997 - 1999	BTEC (HND) Illustration, 2x distinction, 2x merit
Eastbourne College of Arts & Technology	1996 - 1997	Foundation in Art and Design

VOLUNTARY WORK

Volunteer for charity Brockwell Park Community Greenhouses (BPCG). Trustee from 2007 to 2008.
Currently involved with developing an identity and website
www.brockwellparkcommunitygreenhouses.org.uk for the charity.
Digital photographer and editor for the official Glastonbury Festival website
www.glastonburyfestivals.co.uk between 2002 and 2007.

INTERESTS

- Creative inspiration from regularly visiting art and design exhibitions.
- Self discipline from weekly yoga practice.
- Gardening and spending time outdoors.
- Reading contemporary fiction.

REFEREES

Available on request