

Profile

I am a senior digital designer with over 25 years of experience across brand, campaign, email, CRM and digital marketing. I have worked across agency and in-house environments for brands including Lloyds TSB, Associated Newspapers, EF Education First and Alinghi. My work is rooted in strong visual craft and a conviction that good design should earn its place commercially.

My career has given me unusual range. I have led award-winning campaign work at agency level, built and optimised high-conversion digital experiences in-house, and developed complex CRM design systems and marketing automation programmes. Where many designers have gone deep in a single discipline, I have built genuine expertise across several, which means I can contribute across the full breadth of a marketing team rather than just one part of it.

I am a hands-on designer first. I am also someone who thinks about why a piece of work needs to perform, not just how it should look. Early in my career I was part of a team at Lloyds TSB that pioneered conversion rate optimisation and data-driven marketing funnels at a time when most of the industry had not caught up with those ideas. That instinct for design that earns its place commercially has shaped everything I have done since.

I work best in environments where I am trusted to own my output, contribute ideas beyond my immediate brief, and help others around me raise their game. I am open to individual contributor roles or to leading a small team.

Experience**Marketing Automation Specialist - EF Efekta - June 2022 - July 2025**

- Planned and developed a modular email design system rolled out across multiple business units, improving brand consistency and significantly reducing production time.
- Designed and built data-driven customer journeys in Salesforce Marketing Cloud using AMPscript and SQL, working across the full CRM lifecycle from strategy through to execution.
- Collaborated with CRM, brand and technical teams to deliver campaigns that met both creative and commercial requirements.
- Produced documentation and provided guidance to support adoption of the design system across teams with varying levels of technical experience.

Senior Digital Designer - EF English Live - Jan 2019 - June 2022

- Design lead on global brand and campaign work spanning email, landing pages, display advertising, social media and print.
- Worked with market managers to localise global campaigns for regional audiences, including a redesign of Japanese banner advertising that delivered a 16% increase in conversion.
- Designed and built responsive email templates and landing pages for international markets.
- Streamlined asset production processes, reducing cost and turnaround times without compromising quality.
- Produced print design for clothing, books and signage for internal events and keynotes.

Senior Digital Designer - The Affiliate People - May 2017 - July 2018

- Solely responsible for all digital marketing design including HTML email, display advertising, landing pages and websites for clients including Sharps, Anglian and Made.
- Implemented and managed conversion rate optimisation programmes across client campaigns.
- Advised stakeholders on UX, accessibility, digital best practice and compliance.

Senior Digital Designer - The Crocodile Integrated Marketing - Jan 2008 - Feb 2017

- Digital lead on numerous award-winning integrated campaigns for a broad range of clients.
- Researched and developed a proprietary method for building mobile-responsive HTML email that maintained full support for legacy email clients, at a point when responsive email was not yet an industry standard.
- Led the agency's transition from Flash to HTML5 banner advertising.
- Directed and mentored junior and freelance designers, setting standards for quality, accessibility and technical execution.

Freelance Digital Designer/Photographer - Self Employed - Dec 2005 - Jan 2008

- Regular freelance contracts at Dare agency on campaigns for Vodafone and Sony.
- Long-term contract at Camelot producing banner campaigns for the National Lottery.
- Digital campaign work for Universal and Twentieth Century Fox at New Media Maze.
- Appointed roster photographer by Lloyds TSB, producing photography for Lloyds group companies.

Senior Digital Designer - Lloyds TSB In-house Agency - Sept 2004 - Dec 2005

- Part of an in-house team that was among the first in UK financial services to adopt conversion rate optimisation and data-driven marketing funnels as core practice.
- Developed and managed split-testing and targeted campaign programmes.
- Designed Easymoney's highest-converting banner campaign, achieving a 24% click-through rate.
- Brought marketing photography in-house, saving approximately 250,000 per annum.

Senior Digital Designer - Create Services Ltd - Jan 2003 - Sept 2004

- Designed and built banner ads, HTML email, landing pages and flash animations for Create Services' brands including Morethan, Scottish Widows in addition to Lloyds TSB credit cards and the Create Services credit card brand, Accucard.

Middleweight Digital Designer - Associated New Media - Mar 2000 - Oct 2002

- Responsible for design and maintenance of graphics, web pages, banners and seasonal flash games for Daily Mail, Evening Standard and Metro websites.
- Senior designer on Associated New Media's Flash women's community website charlottestreet.com.
- Lead designer on launch versions of Daily Mail and Metro websites.

Web Designer/Animator - ICE.COM Ltd - 1995 - 1999

- Produced over 30 interactive animated flash greetings cards (Animails) for use on ICE.COM's intergreetings.com website.
- Designed and maintained ICE.COM's horoscopes, games and corporate websites.
- Lead designer on EMI Records' Dancesite.com website.

Skills

Design

Brand and campaign design, email design and build, responsive layouts, landing pages, display advertising, social media assets, print, design systems.

Strategy

Conversion rate optimisation, A/B testing, CRM strategy, marketing automation, campaign planning, localisation.

Technical

HTML5, CSS3, Salesforce Marketing Cloud, HTML email, AMPscript, SQL.

Tools

Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Sketch.

Process

Stakeholder management, mentoring, documentation, process improvement, cross-functional collaboration.