

Personal Statement

I'm a senior digital designer with over 25 years' experience creating websites, email campaigns, and online marketing assets for brands including Lloyds TSB, Associated Newspapers and Education First. My work focuses on combining strong visual design with practical UX and responsive layouts, so that campaigns are both engaging and effective.

I have led projects from concept to delivery, often working closely with marketing and brand teams to ensure creative output meets both the brief and the technical requirements of each channel. I'm hands-on with design and build, but also comfortable guiding others on best practices for email, landing pages, and digital advertising.

I'm looking for a role where I can apply my experience to strengthen a brand's online presence, maintain high standards of design, and keep things running smoothly behind the scenes.

Employment History

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

- Planned and developed modular email design system and implemented on multiple business units.
- Provided support and tuition to ensure smooth transition to the new system and ensure maximum gain.
- Worked with stakeholders to plan and create multiple reactive email journeys using Marketing Cloud data, SQL and Ampscript.
- Collaborated with brand teams to develop and improve the design system to support new content and layouts.

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

- Design lead working on global branding and campaigns.
- Worked with multiple stakeholders to create effective campaigns and assets.
- Designed and built multiple emails and landing pages.
- Streamlined asset creation processes and reduced production costs.
- Collaborated with Market managers to localise global campaigns and increase performance (including a 16% increase in conversion on English Live Japan).
- Produced print design for clothing, books and signage for internal events and keynotes.

Digital Designer and Optimisation Manager - The Affiliate People - May 2017 - July 2018

- Solely responsible for the creation of all digital marketing for the affiliate people and its trading styles and for external clients.
- Planned and created numerous campaigns including HTML email, banners, landing pages and websites for clients such as Sharps, Anglian, Made, Chemist4u and many more.
- Implemented and managed conversion optimisation programmes.
- Expanded and maintained affiliate websites and tools.
- Advised stakeholders on UX, digital policies, best practice and compliance.

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

- Digital lead on numerous award winning campaigns.
- Promoted the need for good UX, accessibility requirements and mobile responsive design.
- Researched and developed a method of building HTML email and making them mobile responsive whilst continuing to fully support older/less popular email software and devices.
- Managed agency's transition from Flash to HTML5 banner ads.
- Directed and mentored junior and freelance digital team members.

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

- Regular freelance design contracts at Dare agency. Working on campaigns for clients such as Vodafone and Sony.
- Long term contract at Camelot producing banner campaigns for The National Lottery.
- Produced digital campaigns for Universal and Twentieth Century Fox at New Media Maze.
- Contracted at Pancentric agency.
- Appointed roster photographer by Lloyds TSB. Producing photography for Lloyds group companies through agencies such as Tullo Marshall Warren.

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

- Responsible for creation and development of analytics based campaigns.
- Developed and managed split-testing and target based campaigns.
- Design and concept of Easymoney's highest conversion banner campaign achieving 24% click-through rate.
- Brought marketing photography in-house. Saving approximately £250,000 per annum.
- Helped bring external clients in-house, increasing profitability and perceived value to the business.
- Created artwork and wall coverings for Lloyds TSB flagship branch interior design.

Senior Web 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 Service’s credit card brand, Accucard.

Middleweight Web 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 & Creative

UX Design · UI Design · Responsive Web Design · Mobile-First Design · HTML Email Design & Development · Digital Marketing Campaigns · Landing Pages · Banner Ads · Social Media Assets · Conversion Rate Optimization · Brand Development · Editorial Digital Features · Photography · A/B Testing · Accessibility Standards

Technical

HTML5 · CSS3 · Adobe Creative Cloud (Photoshop, Illustrator, InDesign) · Figma · Sketch · HTML5 Banner Ads · HTML Email · SQL · AMPscript

Channels & Platforms

Email Marketing · Web · Social Media · Loyalty Program Support · CRM Integration · Salesforce Marketing Cloud

Industry Experience

Finance (Lloyds TSB, Easymoney, Standard Life) · News/Media (Daily Mail, Metro) · Retail (Made.com, Sharps, Decathlon) · Loyalty (Nectar Business) · Technology (EMC, Syscap, KPMG) · Telecoms (Vodafone) · Education (EF English Live, Rosetta Stone) · Lottery/Gaming (Camelot) · Sport (Alinghi)

Collaboration

Brief Interpretation · Concept to Completion · Stakeholder Liaison · Mentoring & Guidance · Team Coordination · Process Improvement · Cost Reduction

Creative Approach

High-Quality Digital Execution · Brand Storytelling · Brand Quality & Consistency · Customer-Centred Design · Design Innovation