

Digital designer focused on brand strategy and design for large-scale integrated web content. Ten years experience.

The possibilities inherent in new digital communication require a broad conceptual understanding. I bring a knowledge of code (I am fluent in HTML and CSS and have a strong working knowledge of the server side backbone of on-line work) combined with an appreciation of good communication design and customer behaviour to all my projects.

In my ten years I have lead teams including other designers and programmers delivering client needs through an understanding of both the technical and the visual

Employment History

2FluidCreative 2002–2009

Over 7 years at 2FluidCreative in Glasgow my role evolved from junior through senior designer, to taking creative lead on all of my projects. I developed art direction and design capacity along with championing taking a customer focused approach to client briefs. I instigated research of customer behaviour and trends and developed short, medium and long term digital strategies for our clients.

At 2FluidCreative we worked with clients of all shapes and sizes across all sectors in Scotland from theatre to big retail; notably Tennent's, ASDA, Scottish Media Group, Soma Records and The Citizen's Theatre. I have designed and planned large scale e-commerce sites, on-line applications, campaign sites and digital marketing from email to viral video deployment.

Recent restructuring offered an opportunity to take on the role of acting Creative Director, leading the design department through a period of transition. This was an excellent and enlightening experience in the last three months before my move to London and I enjoyed the challenge immensely. My responsibilities included; restructuring the studio and its working process; project management; account handling and account planning. At my time of leaving 2FluidCreative I was the longest serving member of the company after the founder.

Twoarmsandahead 2000–2002

Working in partnership with print and branding designer Ewan Leckie, I worked for a number of small to medium events companies and record labels on promotional print work, websites and branding in Glasgow & Edinburgh, including events at The Sub Club, Transmission Performances (allied to Rough Trade Records) and Benbecula Records in Edinburgh. I still see our work on people's walls to this day.

Education History

James Watt College
AdvDip Graphic Design 2000

Glasgow University
BA English Literature 1997

References

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