

RECIPE FOR A CREATIVE DESIGNER



Take 2190 days of

DIGITAL



branding
TO EVENLY COMBINE

Stir in 4 years of

PRINT

WHISK IN PASSION FOR THE





METHOD

Since completing a degree in Graphic Information Design at the **University of Westminster**, my career has taken me through the transition of print and digital based design as well as the emergence and strong establishment of social media. The nature of my degree course has ensured that I always place usability and functionality at the forefront of any design task, but not without making the designs equally as beautiful!

Beginning my career in the **print industry** led me to become part of packaging and brand creation based agencies. I created brands and the subsequent packaging for **large blue chip organisations** and also smaller unique, local companies.

Always wanting to challenge myself further I took the transition to the **digital world** and joined a leading web agency. As well as creating desktop based websites I also created mobile sites, blogs and internal user interfaces. During my time at this digital agency I **led pitches to win** major website overhauls for companies such as Zizzi Restaurants, which then led on to **winning awards** for this design work.

INGREDIENTS

Higher

2002-2005 University of Westminster
BA(hons) Graphic Information Design 2:1

Further

2001-2002 North Oxfordshire College
Foundation Art and Design with Distinction
1999-2001 Banbury Area Sixthform Centre
GNVQ Advanced Art and Design with Distinction

Secondary

1994-1999 Banbury Secondary School
9 GCSEs including Maths and English all with A-C grades
GNVQ Intermediate Art and Design with Distinction

FREELANCE

January 2012 - Present

Deliciously Digital Freelance Partnership

Since the beginning of 2012 I have been lucky enough to work with a wide range of clients across the globe creating mobile phone apps, e-marketing campaigns, responsive websites and identities. I've worked closely with development teams and more recently in particular on a large scale b2b and b2c online market place called, Find-a-Builder.

In January of 2012 I co-founded **Sweet Robot**, an e-commerce bakery and events company. This was a great opportunity to turn a hobby into a worthwhile business and brand. Sweet Robot has also allowed me to develop my passion for screen printing through our merchandise product range.

Check us out! www.sweetrobot.co.uk

WORK EXPERIENCE

December 2008 - 2011

Propeller Communications

Graphic & Web Designer

During my time at Propeller I grew to lead a team of 6 designers. I built long-term relationships with clients, specifically the privately owned bar group, Drake and Morgan. They assigned me as an internal brand manager, ensuring all websites and e-marketing were designed by myself to their award winning high level.

Leading high profile pitch work was also one of my major roles. Zizzi Restaurants invited Propeller to pitch for a new site redesign plus a mobile platform. Our pitch and design was successful and resulted in an award winning responsive site design and a mobile site platform. The mobile platform increased table bookings nationwide, resulting in an overall increase in sales.

April 2006 - December 2008

Ztwo Design

Graphic & Packaging Designer

July 2005 - April 2006

Tool Connection

Graphic Designer

REFERENCES AND TREATS

Available on request.

(For cake bribery please email: gemmawarren@sweetrobot.co.uk)