






## SENIOR DIGITAL DESIGNER

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## TECHNOLOGIES

-  Adobe Photoshop
-  Adobe Illustrator
-  Adobe Animate (HTML5 ads)
-  Adobe InDesign
-  Adobe AfterEffects
-  Facebook Creative Hub
-  Invision prototyping
-  Omnigraffle
-  Microsoft Office
-  Keynote
-  Background knowledge of HTML/CSS

## WHAT I DO

I'm a multidisciplinary senior digital designer with over 13 years' experience working in design and advertising on global brands for award-winning agencies. I create UI and visual design for a wide range of digital media, including e-commerce and campaign sites, social, emails, digital out-of-home, landing pages, and online advertisements, as well as HTML5 banner animations. In the past year I have adapted my animation skills to video motion graphics using After Effects. I am adept at working to UX and industry best-practice, with adherence to brand guidelines as well as W3C accessibility standards.

I work well in a team, and am confident to take the initiative and lead design work, with experience in managing junior designers; providing art direction and managing workflow. I am fortunate to have acquired a broad yet in-depth skillset that allows me to take a project from its conceptual phases, to wireframing, design, prototyping and production; and can design and oversee from conception to fruition.

I have first-hand experience running A/B and multivariate tests, analysing datasets, conveying performance results and making recommendations and optimisations. I carry out my work with passion, bundles of enthusiasm and an ever-ready willingness to develop and adapt.

## EDUCATION

I believe strongly in a commitment to life-long learning. I'm an avid reader and regularly undertake various online tutorials to further my practical skills and knowledge.

- BCS Foundation Certificate in User Experience UX  
BCS - The Chartered Institute for IT, 2018
- 'Character Design for Animation' short course  
Central Saint Martins, 2012
- Multimedia, Technology & Design BSc. 2:1 Honours  
Brunel University, 2000 - 2004

## OTHER INTERESTS

Internet geek & part-time adventure-seeker. Hobbies & interests include gymnastics, kickboxing, diving, scuba diving, running, travel, nutrition, immersive theatre and reading (currently obsessing on the topic of behavioural science)

## CONTRACT HISTORY

### DIRECTOR, PIXEL KIDS LTD

(March 2007 - Present) Visit [laurajones.co.uk](http://laurajones.co.uk) to view examples of my work.

I have worked as a contractor for the past ten years, predominantly within the fast-paced advertising industry, for a diverse range of household brands such as Volvo, M&S, P&G, HSBC and Braun, working for top global agencies including M&C Saatchi, JWT, Grey & Possible (part of WPP) and Jam (Engine). Working as a contractor requires confidence and great inter-personal skills as well as both flexibility and adaptability. It has given me invaluable experience; familiarising me with different ways of working, creative processes, and ideas, which I take with me from one contract to the next. Best of all it has allowed me to hone my craft on many varied accounts and develop a broad skillset, since each contract has different requirements. I feel this diversity to be one of my greatest strengths. My most notable contracts are shown below; for a more comprehensive history please visit [uk.linkedin.com/in/pixelkid](http://uk.linkedin.com/in/pixelkid)

The logo for SPARK44, with 'SPARK' in black and '44' in red.

#### Senior Designer (Nov 2017 - Jan 2018)

Lead digital designer for the campaign launch of the Range Rover Velar. This was a mammoth project that involved over 100 different digital formats and I played a pivotal role in the project management ensuring everything was delivered smoothly and on-time.

The logo for GREY, in red.

#### Senior Designer (Nov 2014 - Mar 2016 & Jan - Nov 2017)

Contract spanning 2 years across a number of projects including GlaxoSmithKline, McVities, P&G, Braun shavers, Volvo V40 and Vodafone 4G.

- Lead designer of McVitie's iKitten app - Campaign Magazine's "Ad of the day" (23.02.16)
- Lead designer of Fairy Liquid's first website; responsible for creating the look and feel and UI.

The logo for JUSTFAB, in black.

#### EU Lead for Facebook Marketing and Creative (Oct 2012 - Apr 2014)

I joined online fashion retailer JustFab UK when it was a fledgling start-up. It now has over 1 million members and has expanded into six EU territories.

- Lead of Facebook marketing strategy for Europe. Acting as a knowledge leader and senior contact point between US and EU divisions and leading weekly intra-EU conference meetings.
- Managing creative workflow and overseeing UK designs.
- A/B and Multi-variant testing of creative; analysing data and optimising to boost conversions.

## PERM HISTORY

**Art Director/Designer** Crayon (Sept 2006 - Feb 2007)

**Designer** Dare (Sept 2004 - Sept 2006)