

“Claire worked for me in the Digital Marketing team and I can honestly say she was hard working, **innovative** and **committed** to her role. Not only that, she contributed to the team and the business by developing **process improvements** to areas both inside and outside of her creative zone. These contributions, her ability to quote projects accurately, manage time and her role as mentor to junior staff leave me with no doubt she would be great in a **Creative Director role** or similar. As a person she is fun, generous and thoughtful and also full of ideas.

“I would recommend Claire to any business!”

Mike Harrison (Manager)

Head of Digital Marketing, Essential Communications

“I had the pleasure of working with Claire during my time at Essential Communications. She’s a very **creative, dynamic** individual who has clear **leadership ability**. In addition, she promotes a collaborative and positive working atmosphere.

“I would not hesitate to work with her again.”

Magdalena Skorek (Colleague)

Account Manager, Essential Communications

“Claire produced the programme that helped promote the Social Collective event I co-ran in 2010. The programme feedback received by delegates helped make the event a success. **Working with Claire was easy**. She is bright, attentive and speedy. Entrusting a third-party can be difficult but I would have **no hesitation at all in partnering with Claire again.**”

Simon Lewis (Client)

Co-founder & Editor, Only Marketing Jobs

Top Qualities:

Great Results, Personable, Good Value

“Claire provided design services when I worked at PharmaVentures. Her design work was **top notch**, delivering great creative on time and to budget.

“For anyone looking for a designer to provide **quality and value for money then Claire definitely fits the bill.**”

Rachel Mountain (Client)

Marketing Manager, PharmaVentures

Amiable, dedicated, driven and passionate with an impressively broad range of skills, a high level of experience in creative leadership, account and project management, and a practical down-to-earth approach. Agency and client-side experience, ranging from start-up companies to major blue chip clients. Proven ability to manage projects from concept to completion, quickly, and with meticulous attention to detail, leading to consistently outstanding results, including the procurement of a £300m ten-year strategic business partnering deal. Extremely versatile and quick to learn. Keen to improve and expand on skills, and available for a creative management role.

References and samples available upon request.

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HEDLEY**
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View my LinkedIn profile
View my online portfolio
(login "guest" & "letmein")

Experience

Creative Digital Designer (Company Director)

Art Directions *Apr - Sep 2009 & Jun 2011 - present*

- » Liaising with clients, quoting, managing projects and accounts, designing and outsourcing.
- » Working with product/country managers and translators to provide multilingual documents and applications.
- » Working to stringent approval and legal processes with pharmaceutical clients.
- » Quick adaptation to external studio procedures and proven ability to 'hit the ground running'.
- » Interactive, emails/newsletters, web/microsites, banner ads, rich media, video, packaging, print, logos.

Senior Creative Designer (position made redundant)

Essential Communications *Sep 2009 - June 2011*

- » The creative lead in designing for print, logos, branding, presentations, GUIs, social media, web, banners, emails, audio, video, photography, animation, award-winning campaigns, and events.
- » Added Joomla and Flash AS3 to skill set.
- » Set up and maintained a comprehensive library of assets, and introduced colour continuity across PCs and files.
- » Doubled design-generated revenue.
- » Increased the workflow and efficiency of the company by creating and implementing SOPs.

Senior Multimedia Designer (position made redundant)

Big Pink New Media *Dec 2006 - Apr 2009*

- » Team-leading, delegating, directing, informal staff training, establishing operating procedures and settings for a growing studio, implementing good asset management, managing colour continuity across PCs.
- » Supported Account Managers in client/supplier liaison and project management.
- » Organised and directed a photo-shoot, and was involved in highly successful pitch-winning projects: interactive, UIs, online and offline applications, web/microsites, banner, emails, rich media, podcasts, videos, animations, electronic/ printed sales tools, quizzes, games, exhibitions, print/packaging, for blue chip consumer and pharmaceutical clients.
- » Significantly improved Premiere, Flash and After Effects skills and easily migrated from QuarkXPress to InDesign.
- » Gained a qualification in Advanced Flash AS2. Employers enthused that it was the best money they'd ever spent.
- » Was a key player in award-winning projects.

- » Brought the company over £60k's worth of business from personal former clients.
- » Improved product marketing by creating fresh concepts for existing products.

Creative Digital Designer (Company Director)

Art Directions *Oct 2002 - Dec 2006*

- » Successfully set up and ran a very profitable ltd company.
- » For more details see *Apr-Sep 2009 & Jun 2011 - present*.

E-media Designer & Project Manager

IMS Communications *Jan 2001 - Oct 2002*

- » Conceived, designed and managed a printed and interactive project which won the blue chip clients a £300m ten-year strategic business partnering deal. Proved ability to successfully and efficiently project manage, and deliver ahead of deadlines.
- » Added After Effects to skill set.
- » Interactive CD-ROMs, UIs, videos, websites, emails, learning tools, brochures, exhibition graphics, etc.

Graphic/Web Designer

Ecom5 *Mar 2000 - Jan 2001*

- » Succeeded in both learning Flash, and producing a 12 page website within a 2-week time-scale.
- » Successfully learnt DreamWeaver and created a five page website in a similar 1-week challenge.
- » Logo design, creating corporate brand guidelines, business stationery, graphic user interfaces, online multimedia for this software development company.

Junior & Senior Graphic Designer

Newbury Weekly News *Jul 1996 - Mar 2000*

- » Promoted from Junior to Senior Designer within 18 months and managed a team of designers.
- » Provided holiday cover for Production Manager within 6 months of start date.

Expedition Artist

Raleigh International *Dec 1995 - Apr 1996*

Graphic Designer / Illustrator

Seagull Print *Oct 1994 - Apr 1995*

Illustrator

Friends of the Earth *Jan 1995*

Commissioned Watercolour Artist

Chevron Oil UK Ltd *Jul - Aug 1993*

Freelance Illustrator

Jul 1992 - Dec 2006

Qualifications

- » Introduction to Flash Actionscript 3 *2010*
- » Advanced Flash 8 course *2007*
- » Advanced Flash 5 course *2000*
- » BA (Hons) Degree: Graphic Design and Illustration at Kingston University *1992*
- » 4 'A' levels (2 A's including Art) *1989*
- » 10 'O' levels and 1 'AO' level (7 A's including Art) *1987*

Skills

- » ●●●● InDesign, Illustrator, Photoshop, Flash Animation.
- » ●●●○ Premiere, After Effects, Flash AS2, SoundForge, Audition, Acrobat, QuarkXPress, PowerPoint, Word.
- » ●●○○ DreamWeaver, Encore, XML, HTML & CSS (W3C).
- » ●○○○ Flash AS3, Fireworks, Excel.
- » ●○○○ Joomla.
- » Touch typing speed 70 WPM.
- » Good understanding of French.

Clients (direct and indirect)

Education: NFER. **Energy:** Chevron Oil, RPS. **Finance:** Barclays, Distribution Technology, PwC. **FMCG:** Birdseye, Tropicana, Unilever, Walkers. **Healthcare & Pharmaceuticals:** Alaris Medical, Amersham plc, AstraZeneca, Bayer, Cardinal Health, CareFusion, CSW Health, Daiichi Sankyo, Dakota, Eisai, GSK, Janssen Cilag, Lilly, Martindale Pharmaceuticals, Medcover, Merck Serono, NHS, Norgine, Pfizer, PharmaVentures, Philips, Psion, Roche, Sanofi-Aventis, Serono. **Marketing:** Alchemy Digital, Clere Design, Dunwoody, I-Motus, M4 Design, PAN Communications, Qwerty. **Real Estate:** Mitie, Secondsite Property, Sport & Leisure, misc: Druid Racing, HydroDive, Lloyd's Gardens of London, Man Utd, Newbury Volunteer Bureau, RFU. **Telecoms & Technology:** Aeromark, Allied Telesyn, AMD, Anacomp, Avnet Technology Solutions, Axial, Axiom Connection, Barcode Warehouse, Blackbay, Blackroc, Cisco, Codegate, Daiichi Sankyo, Enterprise, Freeway Electronics, Fujitsu, IBM, Jade, Kelgray, Magellan, Motorola, MS&L, O2, Riverbed, Ryzex, Sankyo, Silicon Systems, SMS, Solarsoft, Sorce, Teneo, Unitech, Virgin, Vodafone, Zebra. **Transport & Logistics:** Bibby Distribution, City Link, EGL.

Interests

- » Extremely keen on photography, painting and drawing, in addition to various outdoor activities.