

Alison Merriman

T: +44 (0)7973 536595

CREATIVE SKILLS



Design // Artworking // Identity
Digital // Print // Brand design
Image sourcing // Photo editing



UI // Web // Responsive emails
Concepting // Art direction



Illustration // Motion graphics
UX // Copy writing & editing



Video editing // Photography

SOFTWARE & TECHNICAL SKILLS



Adobe CC 2020 // Photoshop
Illustrator // InDesign // Acrobat



Sketch // XD // InVision // Word
Dreamweaver // MailChimp



PowerPoint // Excel
HTML // CSS // Litmus
Dotmailer // Campaign Monitor
Adobe Experience Manager
WordPress // Shopify // SEO
After Effects



Javascript // PHP

INTERESTS & VOLUNTEERING

Passionate about the arts, sustainability, community and the environment.

Volunteer and fundraiser at local school.

Allotment plot holder, vegetable grower and lover of the outdoors.

REFEREES

Available on request.

CAREER HISTORY

Designer/Director (freelance) // various clients **Ongoing**

Freelance design work for agencies and small organisations. Recent projects include WordPress blog UI designs for **Maverick** and interactive PDFs/UI work for **W2O**

Senior Designer (freelance) // Willis Towers Watson **11/2019 – 04/2020**

Concept, design and artwork of user-focused digital and print materials for marketing and communications of high profile corporate organisations' pensions and staff benefits schemes. Clients included **TfL, Aviva, DHL, Shiseido, Vodafone, and Visa.**

Clear communication, attention to detail, teamwork, quick thinking and following brand guidelines were essential to the role. Briefs also included pitch presentations.

Communications Designer (freelance) // Ministry of Justice **12/2018 – 06/2019**

Worked agilely with multiple stakeholders in the **Prisons and Probation Service** to create and present ideas for posters, reports, email templates, and ad hoc graphics.

Digital Designer (freelance) // John Lewis Partnership **10 – 11/2018**

Design and delivery of compelling web assets and page layouts for **johnlewis.com**
Creation of suite of promotional graphics for the **Handy Hotel Concierge** mobile app.

Digital Designer (freelance) // Dixons Carphone Group **02 – 08/2018**

Creation of digital and print designs for **Carphone Warehouse, Currys PC World** and **Team Knowhow**. Included email designs, animated banners and welcome pack.

Digital Designer (freelance) // Kano Computing **10 – 12/2017**

Worked closely with Creative, Marketing and Web Development teams to design, present and deliver responsive emails, web graphics and animated Google banners for '**Black Friday**', seasonal promotions and '**Hour of Code**' educational campaign.

Brand Designer (permanent) // Virgin Trains **08/2010 – 08/2017**

Liaison with departments across the business and external agencies on a wide range of digital and print projects. Hands-on design work from concept to completion. Additional responsibilities included brainstorming, mentoring a junior team member, supporting colleagues with digital transformation and championing digital design.

Digital Designer (freelance) // CLIC Sargent **10/2009 – 08/2010**

Creating HTML emails, banners and web graphics for the in-house design team.

Designer (freelance) // Printout Productions **10/2007 – 09/2009**

Middleweight Designer (permanent) // PH2 Ltd. **10/2004 – 09/2007**

Designer (permanent) // Confetti Networks Ltd. **10/2001 – 10/2004**

EDUCATION & FURTHER TRAINING

BA (Hons) Graphic Design // 2:1 University of the Arts (Camberwell)
BTEC (HND) Illustration // 2x distinction, 2x merit Swindon College of Art
Foundation in Art & Design Eastbourne College of Arts

Mobile UX & Responsive Design Webcredible
HTML5 & Responsive Web Design, CSS Media Training Ltd.