

Bex White

Freelance Senior Creative

Email studio@weareblink.com

Portfolio www.weareblink.com

Phone 07930 663 981

Profile Senior creative with over 10 years' experience. Creative and client facing in equal quantities. Able to brainstorm and develop ideas for clients from initial hand drawn scamps, storyboards and wire frames to final polished artwork as well as oversee projects and manage design departments.

- Skills**
- Overseeing and creating pitch work for new and existing clients including detailed review / analysis of designs, art directing, creating and pitching concepts.
 - Proficient in creative software as well as paper engineering and hand drawing abilities.
 - Adaptable and fast learning, able to apply current knowledge to new challenges as well as learning from peers and research.
 - Managing the day to day running of design teams, hiring and training design staff including mentoring junior staff.
 - Creating and implementing procedures and creating best practice documentation.
 - Preparing and holding training to groups of both colleagues and clients.
 - Speaking at seminars and conferences; encompassing preparing and presenting talks as well as holding post talk Q&A sessions.
 - Specialist knowledge includes email marketing and online design & marketing industries as well as experience in fields from illustration, branding and print to web design and viral.
 - Strong technical understanding, with in-depth knowledge of technical limitations and where boundaries can be pushed with current web and software / media development technologies and languages.
 - Experience with Dreamweaver and hand coding HTML having learnt to code originally in notepad. Experience hand coding email specific multi-lingual HTML email campaigns.
 - Experience working with both large multinational corporations and on multilingual projects and small start-ups and family run businesses.
 - Experience in B2B and B2C areas.
 - Calm in busy high pressure agency environments and able to work well within a team, leading a team or alone on projects.

Software Highly proficient in Adobe Creative Suite: Illustrator, Photoshop, InDesign, Fireworks, Dreamweaver and ability to art direct and storyboard for Flash and all other programs.

Availability Available for on-site for clients or on remote projects from my own office. Able to supply all own equipment and software. Flat rate quotes, per day and per hour price plans available.

Career

May 2009 **Blink Design Studios Ltd**
- Present **Freelance Senior Creative & Owner**
www.weareblink.com

Full time freelancer working for a variety of clients supplying design, illustration, branding and consultation services. Work ranges from printed catalogues and brochures, branding design as well as designing and building websites, emails and online marketing collateral. Also supplying studio management and design team building services. Available for project work, on-site or remote day work as part of single or ongoing contracts.

Clients include: Alchemy Worx, Corté dei Signori, Melchior Gray and CA Design Services.
Skills include: Design, MS Office, Adobe CS4 & 5, HTML & CSS, email specific HTML.

Jan 2008 **Pancentric**
- May 2009 **Designer**
www.pancentric.com

Graphic and web designer providing clients with designs from initial brainstorming and hand drawn concepts to finished creative. Projects range from online marketing campaigns and websites to print materials and creating client brand guidelines. Also responsible for aiding in studio and project management and contributing to departmental procedure creation and documentation.

Clients include: AXA, Univadis, Chubb, Allianz, Cadbury, Burger King and Petplan.
Skills include: Design, Adobe CS4, HTML & CSS, email specific HTML, Powerpoint.

Mar 2007 **E-dialog**
- Jan 2008 **Designer**
www.e-dialog.com

Graphic and web designer providing clients with design work campaigns from initial concepts to implementing finished creative. Writing and presenting internal and external company presentations. Mentor and guide to interns and junior team members.

Clients include: Tesco, RBS group, Boots, British Airways, Dell, HP and The Telegraph.
Skills include: Design, Adobe CS, HTML & CSS for landing pages, email specific HTML.

Apr 2005 **CheetahMail an Experian Company**
- Mar 2007 **Designer**
www.cheetahmail.co.uk

Graphic designer providing clients with email campaigns and websites from initial concept to finished creative including front end coding. Providing consultancy to guide and advise clients. Working with the sales teams to create and present visual concepts and presentations for prospective clients. Mentoring and training junior staff members.

Clients include: Motorola, HMV, American Express, Barclays, KLM, Egg and Mothercare.
Skills include: Design, Adobe CS, email specific HTML hand coding.

Jul 2004 **The Skills Market**
- Mar 2005 **Designer & Marketing Coordinator**
www.theskillsmarket.com

Responsible for sales materials including PowerPoint presentations, website updates, e-newsletters and mocking up software interface designs for future releases of their main product. Coordinating and arranging seminars with potential clients.

Skills include: Design, Adobe CS, HTML & CSS, MS Office, email specific HTML.

Training

Oct 2007 **Aquent Training Ltd**
CS3 Migration training in Photoshop,
Flash and Dreamweaver

Sept 2000 **Ealing Tertiary College**
- Jun 2001 AS Psychology

Sept 2006 **Media Training Ltd**
Certificate in Adobe InDesign CS2
Advanced Certificate in Adobe
Illustrator CS2

Sept 1998 **Drayton Manor Sixth Form**
- Jun 2000 A Level Art, English Literature
and AS Media Studies

Sept 2005 **Brooklands College**
- Jun 2007 HNC Graphic Design

Sept 1996 **Drayton Manor**
- Jun 1998 12 GCSEs at A-C
Including Art, Graphic Design,
English, Math, Sciences and Latin

Sept 2001 **Kingston University**
- Jun 2004 BA Hons Degree
English Literature and Film Studies

Personal As well as my passion for design and illustration I have a number of ongoing personal projects including the writing and artworking of my own graphic novel.

References supplied on request.