



CURRICULUM VITAE

Name: Ross Brown **Address:** 29 Wadham Road, Putney, London, SW15 2LS

Mobile Number: 07909 870732 **Date of Birth:** 23rd August 1985

Web: www.rbimdesign.co.uk **Email:** ross@rbimdesign.co.uk

KEY SKILLS

- Specialising in **Photoshop**, **Dreamweaver** and **Illustrator**.
- Also familiar with a wide range of industry standard and specialist design software including **Flash**, **InDesign**, **After Effects**, **Premier**, **Final Cut Pro** and **AliasWaveFront Maya**.
- Understanding of a wide range of design related theories such as typography, layout, colour scheming, design for learning, game design and usability.
- Experience of creating a range of online and media based artefacts including websites (HTML & CSS), email marketing, banner adverts, video, 2D animation and also 3D work.

WORK EXPERIENCE

April 2015 - Present: JP Boden & Co Ltd, London - Digital Design Manager

I make sure that digital design assets meet the best standards. Not only I have a hand in making sure using the Boden website is a pleasurable experience but it must be compliant so it could potentially recruit new customers through search engine optimisation. The job entails being trade-minded as well as having a brand focus. I have ownership of user journeys when setting up promotions, competitions and customer recruitment based online marketing. I'm also involved in personalisation of the website and multi-variant testing.

January 2012 - April 2015: JP Boden & Co Ltd, London - User Interface Designer

This role was more focused on User Interface Design and User Experience. I design content not just for desktop but for mobile phones and tablets as well. In April 2013 I became a manager.

April 2010 - January 2012: JP Boden & Co Ltd, London - Midweight Web Designer

Like my previous position at Boden I still did designs for online marketing (email and affiliate banner advertising). More focus was more towards the content of the website. I designed more features promoting current and newest ranges. This would involve the use of Flash and videos.

April 2007 - April 2010: JP Boden & Co Ltd, London - Junior Web Designer

I designed marketing emails which would be sent to customers promoting ranges and promotions. I would work on affiliate advertising (banners) as well, which would show up on other websites. These banners would animate using animated gifs or Flash as well as being static. I also created content for the website itself such as interactive features based on the brand, games, videos, competitions and pages for third parties and coldlist/enquirers.

WORK EXPERIENCE

November - December 2006: Dialogue DLKW, London - Digital Designer (Work Placement)

I worked as part of the Digital Creative Team at Dialogue DKLW Advertising Agency based on The Strand, London. Their client list included many national and multinational companies such as Burger King, AA and Vauxhall. My duties were to produce digital artefacts which included online web banners and email templates using Adobe Photoshop and Macromedia Flash for important clients such as BAA, Halifax and Ebay.

QUALIFICATIONS

2003 - 2006: BA (Hons) Design For Interactive Media (Degree 2:1)

Reading College and School of Art and Design, Reading (2003-2005),
London College of Music and Media, Ealing (2005 - 2006)

2001 - 2003: BTEC National Diploma in Graphic Design

Basingstoke College of Technology, Basingstoke, Hampshire

2001 - 2003: AVCE Single Award for Advanced Information and Communication Technology

Basingstoke College of Technology, Basingstoke, Hampshire

1996 - 2001: 9 GCSEs

The Vyne Community School, Basingstoke, Hampshire

INTERESTS

I consider myself to be a sociable and active person. I enjoy Cycling, Running, playing Tennis and watching Football and Cricket. I have an interest in music and also play the guitar.

REFERENCES

FULL DETAILS OF REFEREES AVAILABLE ON REQUEST