

Experience

Senior Digital Graphic Designer (May 2016-Present) Sports Direct International PLC, Shirebrook

After 5 months at Sports Direct, my strong determination to learn new skills, and ability to effectively create exciting brand campaigns, was recognised by management and I was promoted to the position of Senior Designer.

I relished the challenges which came with my new role and feel that I have particularly thrived in managing the design of the external brand landing pages on the Sports Direct website; employing my UI/UX skills to deliver high quality web pages and directing less-experienced members of the team where required. Some of these brands include Garmin, Salomon, Puma and Wilson so I am experienced in liaising with high-profile clients and problem solving to ensure the work is delivered on time, and to a premium standard.

Junior Digital Graphic Designer (Oct 2015-May 2016) Sports Direct International PLC, Shirebrook

In my first position at Sports Direct I was responsible for the design of email campaigns, web banners, and social media graphics for Sports Direct and its umbrella companies; utilising Adobe Illustrator, Photoshop and Dreamweaver on a daily basis to ensure that my designs are carried from conception, processed using HTML, and delivered to the customer according to strict deadlines.

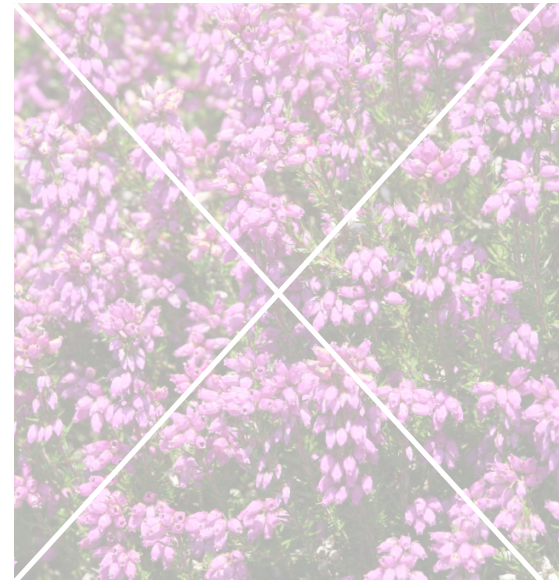
Entering this role with no prior coding knowledge, and now being able to manipulate HTML code to my desired needs on mailing platforms and live websites, shows a strong capability to learn new skills fast. With some of my designs reaching up to 6 million people worldwide at one time, I understand the importance of attention to detail and clean layouts.

Heather Rudd

behance.net/heatherkathleenrudd

heatherkathleenrudd@hotmail.co.uk

07827314206



Freelance Graphic Designer & Illustrator (2013-2015) Nottingham

Alongside my full-time role as Student Receptionist at the Nottingham Emmanuel School, I also carried out remote freelance design work for a range of professional clients in my own time. Work included (but was not limited to) designing leaflets, posters, logos, infographics, brochures, Facebook and email banners, and business stationery for both start-up, and established, businesses.

Education

Nottingham Trent University (2010-2013)

BA Hons. Fine Art, 2nd Class

Priestley College, Warrington (2006-2009)

Foundation Diploma in Art and Design- Distinction

A Level:

Graphic Design	A
Fine Art	A
Law	A

AS Level:

Psychology	A
French	C

Cardinal Newman Catholic High School, Warrington (2001-2006)

GCSE:

English Language	A*	French	A*
English Literature	A	Art and Design	A*
Maths	A	Graphic Products	A*
Statistics	A	RE	A
Science (Double)	AA	GNVQ ICT:	Merit

Design Skills

UI/UX Design

UI/UX design is something which I have become more involved with during my time at Sports Direct. I have worked closely with developers to create sleek, responsive web pages and interfaces for well known brands, and take steps to ensure that I stay abreast of the latest digital design trends.

Art Direction

Coming from a fine art background means that I often approach briefs conceptually. Art Direction allows me to explore the conceptual aspect of an idea without losing its integral purpose; whether that be commercial or informative. Using my flare for composition and colour I have directed photoshoots on a number of occasions and have experience of carrying a campaign from conception through to delivery.

Branding

I enjoy using colour, logo design and graphics to develop a language which is synonymous with the message a brand wishes to project. I am often experimental with my approach to branding and have been involved in a number of projects for upcoming, independent businesses.

Editorial Design

I have a real passion for experimenting with layout, typography and photography to emphasize a particular idea or create a visual story. I enjoy seeing an idea make sense through a particular layout, or certain questions arising from the juxtaposition of visual components- I feel that it adds a new dimension to graphic design.

Software Skills

I am highly proficient in the Adobe Creative Suite programmes Illustrator, Photoshop and InDesign which I use daily in my current job role for illustration, photo manipulation and layout purposes. I also have experience and working knowledge of HTML, CSS and Dreamweaver.

I am comfortable working with both Windows and Mac operating systems and have some experience of producing video work on Final Cut Pro from my time at university.

