LUCY RAWLE

Designer
Cedar Group, Romsey

- Brochures, adverts, posters, business cards, roller banners, logos, PowerPoint templates, websites, email templates, motion graphics, illustration, 3D
- Adobe Creative Cloud – Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, 3D Stager
- Microsoft – PowerPoint, Word
- HTML, CSS, WordPress

Web Designer
Predict Marketing, Eastleigh

- Designing responsive websites, email campaigns, image retouching
- WordPress, HTML, CSS
- Adobe Creative Cloud – Dreamweaver, Photoshop, Illustrator

Designer
Futuresys, Liss

- Designing and building responsive websites
- WordPress, Magento, Prestashop
- HTML, CSS
- Adobe Creative Cloud – Dreamweaver, Photoshop, Illustrator, Premiere

Email Designer
Wiggle, Portsmouth

- Email Campaigns
- Designing banners
- Brand compliance
- Creating additional versions for up to 9 other languages
- Email build in HTML
- Responsive email templates
- Testing compatibilty across all browsers, email clients and devices using Litmus
- Creating deliveries, proofing and sending emails in Neolane
- Using Jira for work management and project tracking
- Adobe Creative Cloud – Dreamweaver, Photoshop, Illustrator

Creative Designer
Spitfire Marketing, Southampton

- Logos, brochures, leaflets, business cards, letterheads and compliment slips
- Web design and website content population using in-house CMS
- Copy writing
- Email campaigns
- HTML, CSS
- Adobe CS5 – Dreamweaver, Photoshop, InDesign, Illustrator

Web Designer
Icandy Design, Andover

- Designing and developing websites
- Content population using in-house Content Management System
- Design and implementation for email campaigns
- Design for print and exhibition displays
- Learning and complying with company brand guidelines
- Contact with clients
- HTML, CSS
- Adobe CS5 – Dreamweaver, Flash, Photoshop, InDesign, Illustrator

New Media Designer
Pt Solutions Ltd, Southampton

- Involvement in developing the New Media Department
- Designing accessible websites ensuring usability and compatibility, following strict corporate guidelines
- Designing and developing Flash applications:
- A series of interactive online learning applications for a company's internal training including a quiz, interactive maps for transport companies, e-books, video, music and animation
- Developing Corporate Identities ensuring consistency across marketing materials
- Attending team meetings to discuss design concepts and department development
- Liasing with clients from initial project planning and throughout progress of projects
- Continuous development including Adobe Certified training
- HTML, CSS
- Adobe CS4 – Dreamweaver, Flash, Photoshop, Illustrator, InDesign

Creative Developer
Cisco Systems, AAP3, Southampton

- Design for user interface and web layout
- Design for presentations, posters, signage and email newsletters
- Website editing, video editing and motion graphics
- Learning and complying with Cisco brand guidelines
- Contact with clients, advising and quoting
- Project coordinating and scheduling
- HTML, CSS
- Adobe CS5 – Dreamweaver, Flash, Photoshop, InDesign, Illustrator, Premiere, After Effects
- SalesForce, Documentum, Webex

Freelance Web Designer
Liquid Web Design, Salisbury

- Designing websites ensuring accessibility and usability
- Creating Flash elements for websites
- Search Engine Optimisation and submission
- HTML, CSS
- Adobe CS4 – Dreamweaver, Flash, Photoshop, Illustrator

Education & Training

Adobe Certified Training
London

HND Graphic Design
Salisbury

BTEC Diploma Foundation Art & Design
Salisbury

"A job worth doing, is worth doing well"
- Dad