Personal Statement

Digital / UI UX / Designer

With over 6 Years design experience. Joseph has an creative approach and ability to develop ideas quickly. Strong eye for detail. Ability to meet objectives and deliver agreed goals with excellent communication skills and a friendly attitude. Has the ability to work under pressure. With excellent time management and ability to flex with multiple projects. Self starter and works well within a team.

Digital Designer ° ‖ **Joseph Berry**

Key Skills | Photoshop | Illustrator | In-Design | HTML 5 | CSS3 | jQuery | Webflow | | In-vision | UI/UX | Responsive Design | Interaction | Bootstrap | Dev

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Employment

Company: Accelerate Digital
Position: Senior Digital Designer
Date: Aug 2015 -present

Accelerate Digital is a pioneer within the new wave of agencies powering the digital economy. We create outstanding digital experiences, engaging content and social conversations powered by big data and analytics, and help improve marketing performance through our data science and digital media capabilities. We help to incubate start-ups and new ventures and get them to market quickly and effectively by providing excellence in Digital Experiences, Performance, Content and Social.

+ Leading on projects across multiple brands
+ Briefing & managing of junior designers
+ Giving guidance & knowledge across different disciplines
+ Pitch & presenting projects & Ideas
+ UI/UX Design
+ Design across Digital & Print projects
+ Leading across UI/UX, Design and Development
+ Working on the brand's overall Digital identity
+ Pushing the brands creativity, Design & UI/UX
+ Delivery on all aspects through to completion
+ Working on multiple projects in teams

Company: Biglight
Position: Mid Weight Designer
Date: April 2014 - Aug 2015

Biglight is an Ecommerce agency dealing with all aspects of fashion & retail. From small to large companies. I have been working with a few clients. Specsavers, George & Links. Dedicated to the growth and development of Specsavers creating and developing its style.

+ Designing for multiple brands in fashion & retail
+ Dealing with the design & development across many different projects
+ Working through the site to design & develop the site into a responsive site
+ Design & building into bootstrap to then present our ideas to the client
+ Building the brands image
+ Working on the look & feel for the whole site
+ Working & helping with the UI/UX
+ Managing projects wireframe stage to final development stage to sign off
+ Dealing with clients feedback & changes
+ Help & guidance to the junior members of the team

Company: Alexandalexa
Position: Digital Designer
Date: Aug 2013 - April 2014

Alex and Alexa is an online retail / department store that sells a wide range of products and fashion. Focussing on luxury retail fashion for kids.

+ Main development of re designing new email templates
+ Designing & building emails
+ Working along side the email team for best possible returns on emails
+ Designing & uploading SIS & hero images for the homepage
+ Designing all retargeting banners & Criteo banners
+ Working with the team on the design & build of feature pages
+ Finding the best solutions to moving the site forward in being more responsive
+ Working with developers on any other issues that may arise on the site
+ Updating & changing the site
+ In the process of a homepage re-design - "Responsive"
+ Working on the mobile and tablet experience across the site

Company: Coast
Position: Web Designer
Date: June 2012 - Aug 2013

Coast is a unique brand which designs luxurious clothing for the special occasions in your life. The perfect balance of glamour, elegance and drama our collections, always red carpet ready, embody decadence and sophistication.

Ownership of www.coast-stores.co.uk .Supporting the Ecommerce Manager and rest of the ecommerce team. Building and sending emails three times a week to our database of customers. Producing and designing all SLI and IA banners. Ensuring the website has the right tone of voice for the Coast brand. Designing and building homepages for www.coast-stores.co.uk. Designing Affiliate banners. Responsible for all aspects of social media regarding to any design that needs to be replicated from site. Ownership for all forms and competitions. Provides all POS tools. Builds relationship with other key areas in the brand such as e Marketing and PR. Working on adhoc projects using HTML, CSS and JQuery such as Bridal Magazine, Lookbook and Features

Education

2006 - 2009 Havering College of Further & Higher Education
Bachelor of Arts with Honours
+ Graphic Design (Grade 2.1)

2004 - 2006 Epping Forest College
BTEC national diploma in Art & Design | Distinction | Distinction | Merit