

# GLEN EDWARDS CV

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I am an all purpose in-house designer, I enjoy roles which are challenging and diverse. I enjoy positions where no two days are the same. I am very flexible with a broad skillset that allows me to get the tasks required of me done.

I have always been interested in design and art. I am highly skilled in all the relevant software packages including Photoshop, Illustrator, inDesign, GSAP, Google Web Design, Sublime Text, XD and Figma. In addition to having some experience with After Effects.

I led in-person training sessions teaching the design teams at museums and cultural institutions design how to create effective online advertising as well as practical hands-on training on how to design and build banners.

I am a proficient, accurate and forward thinking designer with strong creative skills. Excellent attention to detail, with the ability to work under pressure and to tight deadlines.

I have worked in print and online designing a variety of materials for multiple applications. I am confident working across multiple disciplines including website design, branding, communications, advertising and marketing. I currently manage a small team of designers.

I can take projects from concept to market. From coming up with an idea to making high-end Photoshopped composition artwork, photo retouching, online static banners, vector art and logos using Illustrator through to laying out everything in inDesign and preparing it to go to press. Plus designing and producing HTML banners, emailers and microsites to support promotions or product launches.

I am highly capable and motivated to undertake any project big or small.

My hobbies and interests are competing in triathlons, keeping fit and advancing my knowledge of design by visiting galleries and exhibitions. I also enjoy watching movies and reading up on the latest trends in technology and design.

## SOFTWARE

Extensive cross platform knowledge of InDesign, Photoshop, Illustrator, Acrobat, Sublime Text, GSAP, Javascript, HTML, CSS and Microsoft Office Programs. Also knowlegde of After Effects and Figma.

## CAREER HISTORY

**AKA UK** - August 2016 - October 2020

Senior Digital Designer

- Creating and developing a variety of online content for a large selection of musicals, museums and plays in the London, New York and Australia.
- Ideation, which effectively answers the given brief whilst working within brand guidelines.
- Designing highly engaging online content including animated dynamic HTML banners, HTML interactive banners coded using GSAP Javascript animation and serving rich content media via Sizmek, DoubleClick and FLash Talking, high quality Photoshop compositioning and retouching.
- Designing HTML emails built using the MJML framework.
- Research and development of new technologies/products and ways of working to stay ahead of the competition.
- Producing accurate artwork from storyboards to finished product.
- Working closely with brand guardians and the design team to ensure brand consistency in all areas.
- Effectively managing multiple projects whilst providing consistent information to the Studio Planning Manager about project status.

- Training team members and external client design teams how to create effective online advertising as well as practical hands on training on how to design and build banners.

### **Paddy Power** - March 2012 - June 2016

Senior Creative Web Designer

- Creating and developing a variety of online content for Paddy Power and it's sub-brands.
- Ideation, which effectively answers the given brief whilst working within brand guidelines.
- Designing highly engaging online content including animated dynamic HTML and Flash banners, HTML interactive banners using Celtra and serving rich content media via DoubleClick, high quality Photoshop compositioning and retouching.
- Research and development of new technologies/products and ways of working to stay ahead of the competition.
- Daily use of programs including Google Web Designer, Edge, Flash, Photoshop, Illustrator, In Design and Sublime Text.
- Producing accurate artwork from scamp stage to finished product.
- Working closely with brand, marketing and the design team to ensure brand consistency in all areas.
- Effectively managing multiple projects whilst providing consistent information to the Studio Planning Manager about project status.
- Training team members.
- Managing a small team of designers.

### **News International Ltd** - February 2008 - March 2012

Senior Digital Designer

- Creating and developing a variety offline and online content for leading brands including The Sun, News of the World, The Times, The Sunday Times, Sun Bingo, Dream Team and Brand Alley.
- Designing a range of highly engaging online content ranging from animated Flash banners, interactive Flash Banners, serving rich content media via DoubleClick and Flash Talking, iPhone app designs, interface design and HTML emails.
- Developing offline content including in-paper inserts, vouchers, billboard advertising, magazine advertisements, floor stencils for marketing promotions and image retouching.
- Daily use of programs including Flash, Dreamweaver, Photoshop, Illustrator, In Design and Content management software Escencic CMS.
- Generating ideas which effectively answer the given brief whilst working within brand guidelines.
- Producing accurate artwork from scamp stage to finished product.
- Working closely with project managers, marketing and the design team to ensure brand consistency in all areas.
- Effectively managing multiple projects whilst providing consistent information to Head of Digital Design about project status.

## **EDUCATION**

BTEC N.V.Q. 1998 - 1999 - Central Graphics Academy

A Levels 1996 - 1998 - Havering Sixth Form College

Art and Design (Graphics) C

G.C.S.E.'s 1991 - 1996 - Warren Comprehensive School

Technology B, Science (dual award) B, B, Maths C, French C, Geography C, Art C, English (Literature) C, English (Language) B, English (Speaking and Listening) C

**References available on request**