

A bit about me

I'm a multi-disciplined, senior digital creative with a passion for website interface design, producing engaging user experiences and bringing digital marketing campaigns to life. I began my career in-house designing for iTV services before moving agency-side where I've gained vast experience from working with many high profile clients over the last 10 years.

When I'm not creating things digital, you can find me either behind the camera lens, looking after my two border collies or supporting animal rescue charities. I love to use my creativity where I can to help and have designed a series of fundraising books for them.

What I can do

I'm creatively focused with high standards and attention to detail. I can work both solo or in a team, art directing and creatively leading others where appropriate. I'm accustomed to tight deadlines, managing my time accordingly and communicating with clients, both on a daily basis and in more formal pitch presentations.

I have experience in:

- Creative execution & branding
- Campaign website design
- User Interface design
- Idea generation
- Animation & moving image
- Media campaign design & build
- Email marketing
- Mobile & touchscreen design

I'm proficient in the standard design industry tools:

- Adobe Photoshop
- Adobe Illustrator
- InDesign
- Adobe Flash
- Adobe After Effects
- Adobe Premiere
- iMovie

I'm experienced in the online advertising arena and, as an active social media user, I'm aware of how these channels can be used for the benefit of digital marketing. I have an understanding of usability and accessibility and apply this knowledge where appropriate. I also have limited HTML/CSS/Actionscript knowledge, in order to understand the constraints to which I design.

Awards

NMA 2009 Finalist

Best Travel Operator website - www.centerparcs.co.uk

Travolution Awards 2009 Finalist

Best Travel Operator website - www.centerparcs.co.uk

NMA 2009 Finalist

Best Online Campaign - Center Parcs "A to Z" Rich Media campaign

BIMA 2006 Winner

Best Online Game - The Open University's 'Kitchen Konundrum'

Where I've worked...

Freelance, Cambridge

April 2010 - Present

Freelance Senior Designer

As a freelance digital designer I have enjoyed creating captivating online presences and more fluid user experiences for clients such as Roast Restaurant in London, On the Lime food magazine, Lusso Luxury magazine, Lex Van Dam Trading Academy and OCSL Managed Services. Working with developers and project managers, I've created designs for websites, mobile and touchscreen applications.

Golley Slater Digital, Cambridge

Aug 2007 - September 2010

Senior Designer

At Golley Slater I progressed my creative execution and art direction skills while working closely with Interactive Production and UX teams, Media Buyers and Adservers (DoubleClick and Eyeblander) to deliver successful websites and campaigns. Taking creative lead on projects, I've had the pleasure of working with clients such as Center Parcs, Business Link, Nido Student Living, TKMaxx, Bangor University and Clarityn. One of my main clients was Center Parcs. I re-designed their website and was responsible for their online media campaigns for the last three years. Two of my projects with Center Parcs were successful in becoming Finalists in the 2009 NMA and Travolution awards.

Green Cathedral, Cambridge

Jun 2006 - Aug 2007

Senior Designer

Green Cathedral gave me the opportunity to work for a number of high profile clients including The Open University, Cadbury, PC World, Business Link and EMAP where I established my creative execution skills designing websites and marketing campaigns. I gained experience pitching to clients, managing projects and overseeing the creative work produced for our online advertising projects while collaborating with the media buying team. I took creative lead on a large Christmas campaign website for Cadbury, from initial pitch and client meetings, to concepts, design, build and final delivery. It was also here that I worked on the BIMA Award winning Kitchen Konundrum game for the Open University.

Design UK, London

May 2005 - Jun 2006

Digital Designer

I made my move agency-side to Design UK where I worked on website design and marketing campaigns, media and email marketing. I gained experience dealing with clients on a daily basis, including Butlins, Selfridges and Hackett London.

Teletext Ltd, London

Jan 2001 - Apr 2005

Interactive Designer

My role at Teletext involved interface design for Teletexts' Editorial and Holidays services on Sky, Cable and Freeview iDTV television platforms, each requiring different design standards. I also created designs for the Teletext websites and online marketing projects including games to support Teletext Sponsored events, such as the Daily Mail Ski show's Pinball Blizzard.

What I studied

BA(Hons) Graphic Design Practice

Sep 1997 - Sep 2000

Salford University, Manchester

Get in touch

If you'd like to chat further please feel free to email me at tamtamdesign@gmail.com or call me on **07515 853671**