

LOTTIE JONES

GRAPHIC DESIGNER

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Profile

An enthusiastic and passionate Visual Designer with over 5 years experience working for agencies and in-house across a wide range of industries. Offering creative solutions across UI, web design, applications, branding and print. Strong attention to detail delivering engaging and functional solutions right through to development. Has a 1st Class Honours degree in Graphic Communication.

Skills

Good knowledge of: Sketch, Photoshop, Illustrator, InDesign, InVision, Abstract, Zeplin, Principle, Google drive products and Keynote.

Basic knowledge of: HTML, CSS, Wordpress

Employment

Senior Visual Designer | Kingfisher Digital

Oct 2017 - Now

Designing digital products for Kingfisher OpCo's with the aim of making home improvement accessible for everyone. Working in a SAFe Agile Framework successfully launched planmybathroom.com a handy tool to support customers who take on their own DIY projects at home. Experience in presenting to the wider Kingfisher group at regular demos. Iterating and enhancing new product features based on user testing and analytics.

Freelance Digital Designer

Oct 2015 - Now

Ben Eine- Supporting world famous graffiti artist in producing fonts and vector artwork. Zurich- produced infographics and presentations for new project. Vista Point- Luxury Holiday Accommodation wordpress website, branding, and print products.

Digital Designer | MADE.com

Oct 2015 - Oct 2017

Lead digital designer for MADE.com. Responsible for all digital products and online experience in 6 European Markets. Produced responsive web design solutions, UI design and UX. Worked closely with other departments, including- development, product, studio, merchandising, country managers, stakeholders and also company CEO. Oversaw the design from an external digital agency to deliver a new iOS and android MADE.com app for mobile and tablet devices with advanced functionality. In less than 6 months (without marketing) the apps were downloaded by over 33,000 users and generated >£800k sales. Proposed and led several culture club initiatives such as 'Wellbeing week', Summer and Christmas parties, an employee recognition scheme and 'Sports Day'. Launched MADE.com TalentLab, a crowdfunding website for product designers to get their furniture to market.

Visual Designer | Nice Agency, Karmarama Comms Group

Jan 2015 - Oct 2015

Designed applications, responsive web design solutions and UI design working closely with UX, development and product owners. Clients included First Direct, Frieze Magazine, Ticketmaster, Aberdeen Asset Management. Defined a solution for consolidating the Frieze brands: Frieze Masters, Frieze Magazine and Frieze Art Fairs under 1 website, with a worldwide customer usage. Completed IDEO Human-Centered Design course.

Associate Designer | DigitasLBI

July 2013 - Dec 2014

Designed responsive web design solutions, applications and advertising. Working alongside developers and UX. Clients included Honda, Renault, Virgin Atlantic, E.ON, Sony, AstraZeneca, Burton Menswear. Part of a global \$50m project launching in 100+ countries for Nissan Renault group. Produced graphic content for Honda brand which was launched in over 14 European markets. Proposed and organised some of DigitasLBI's 'Culture Club' events such Sports Day and Agency charity bar.

Graphic/ Web Assistant | Loughborough Students Union

Sept 2012 - July 2013

Graphic Designer | Naked Marketing

March 2011 - July 2012

Education & Qualifications

In employment

Feb 2018 – Feb 2019

Scaled Agile Framework (SAFe)

Loughborough University

2009 - 2013

1st Class BA Honours in Graphic Communication

Distinction BTEC Foundation Diploma in Art & Design

Grade 6 Preliminary Level Italian

Wymondham College

2005 - 2009

A Levels: Art Textiles (A) Art Multimedia (A) Business Studies (B) and IT AS level (A)

GCSE: 10 at A's and A**s

Achievements

- Ran the London Marathon in 2017 and raised over £4000 for Bone Cancer Research Trust
 - IDEO Human-Centered Design course
 - Worked on a \$50m global project
 - Produced Graphic content for Honda which is now live in 14 European markets
 - Designed adverts for major bank which have been featured in countries including Hong Kong, Dubai, Qatar, Switzerland and the UK
 - Art Textiles A Level and GCSE: in Top 10 of the UK
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Interests

Fashion, cooking, eating out and socialising with friends. Enjoys working on self-initiated design projects and freelance work. Has an active lifestyle regularly running, cycling, boxing and playing netball. Loves to travel, attend music gigs and festivals.