LOCAL MEASURE (SYDNEY)   Product Designer   Mar '17 - Present

I design easy-to-use solutions for the social monitoring tool. This has included an admin reskin and an updated iOS app design, used by hospitality clients to monitor geo-fenced social posts about their brand,

ATLAS AGENCY (SYDNEY)   Designer (Contract)   Jan '17 - Mar '17

Contract to cover design overflow. I created pitch decks, introducing standardised templates (PSD / Sketch / Keynote) and internal file structure; competitor analysis for pitches; iOS designs, website designs; EDM design and WordPress updates.

NEWSWEEK / IBTIMES (LONDON)   Lead Designer   Sep '14 - Jan '17

• Print design • Web design • HTML/5 CSS/3 • Marketing • EDM • Partnership development •

Leading design within *IBT Media,* I worked with PR, marketing, sales, BD and editorial to define all design-related output. This included advertising (digital & print) collateral to *iAD* specifications; iterating website UX, juggling user and commercial requirements; acting as sole producer of newsworthy infographics / maps to support editorial teams on breaking news stories and owning / defining all brand assets.

IBT Media realised my developer skills, speeding up the time-to-live and allowing me to continue practicing development. I also micro-managed the backend developer and trained him in version control (GIT).

Notable Achievements
Newsweek - I was responsible for all design collateral to secure three £50k partnerships with *TAG Heuer, Hublot* and *Patek Philippe* watches. This included sales presentations, digital banners, print adverts, social posts, solus / newsletter emails and app splash screens/iAd banners for the iPhone / iPad apps.

To boost newsletter databases, I implemented an incentivised signup overlay to IBTimes and soft paywall to Newsweek. Over 9 months, *IBTimes* users rose from 26k to 245k. *Newsweek* increased from 42k to 165k.

In December 2015, I rebuilt the entire *Newsweek* frontend. This was alongside a drive to connect both brands with the Google AMP project, boosting SEO, editorial and commercial Google partnerships.

To increase newsworthy creative output on IBTimes, I hired and mentored a data journalist in Sep 2016.

@LONDONISYOURS   Founder / Manager   Mar '13 - Present

I set up the London version of the Twitter #rotationcuration phenomenon. A different person takes over the account every Sunday evening, tweeting their version of London for 7 days. The account currently has 3800+ followers, and was featured on the @TwitterUK #DiscoverLondon blog, in a double Metro spread, is featured on Wikipedia and is also archived at the Museum of London.

YOUTHNET / THESITE.ORG (LONDON)   Web Designer   Aug '13 - Sep '14

• theSite.org • stepfinder.org • vbulletin.thesite.org • madlyinlove.org.uk

Internship to full time position
Initially hired as a maternity cover on a 9 month contract, I was installed as the sole front end developer of *theSite.org*. The main task being to create the frontend for the Wordpress system as the content was being ported over from an old *Polopoly* CMS. In May 2014, I was offered a 12 month extension, as Web Designer.

Notable Achievements
Working with the *Wordpress* CMS, I developed *madlyinlove.org.u*k from the ground up. This was the first responsive website developed at *YouthNet*, and was funded by *Comic Relief*. I used a custom deployment of the 1% grid system for this project. *Stepfinder.org* was a fully responsive splash website developed alone using the *Bootstrap* 3.0 template grid system. This website was the first to be built utilising the new branding of the company. I introduced the LESS CSS preprocessor as standard for all web projects to rapidly develop CSS between myself and the other frontend developer.

SLURP.CO.UK (LONDON)   Information Technologist   Jul '11 - Aug '13

• Slurp.co.uk • Slurp.asia • Slurp.co.uk/slurp-deals • Slurp.co.uk/weddings • Slurp.co.uk/fine-wine-singles

Internship to full time position 3 month internship
I researched, learnt and coded the front / backend of a custom *Facebook* application alone, according to *Facebook* specifications.

Managerial Responsibilities
Introduction of *Google* Analytics/Adwords to the UK, French & German marketing divisions. Further training in *Wordpress* and its benefit to e-commerce, customer service and SEO. I micro-managed website bugs and ensured the Indian-based team delivered priorities, on time. Further, I was the technical point of contact for server & hosting companies and telephone maintenance resulting in the organisation and decision making for database management/upgrading processes. In February 2012, I sourced, hired and managed an intern for the development team.

Notable achievements
Awards: 'IWC Direct Merchant of the Year 2012'
Website overhaul: Sole designer and front end developer of all international editions (UK, Asia, FR, DE) of *Slurp*. Marketing: I designed / built HTML emails utilising the *Mailchimp* codebase.
Partnerships: Planning, design & build of voucher campaign microsites, working with *GroupOn* and *Living Social*.
Retail: Wrote specifications for, designed and built: Slurp Deals, Recommend a Friend and Fine Wine platforms.