



Digital, Graphic, Commercial Designer & Video Editor

Emma Hobbins

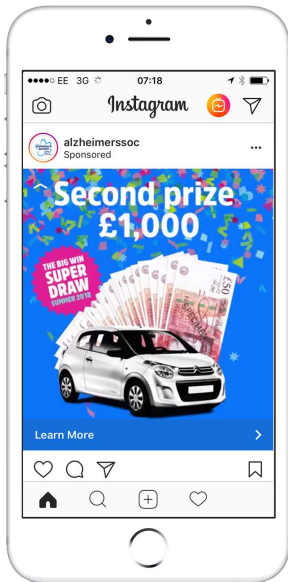
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"I have been doing creative design for over 15 years and strive to improve every day. Originally from Grimsby Town I moved to London to better my career and future. Without any prior experience, I started my career work-ing for SUN Microsystems in Surrey as a junior developer."

PRIMARY SKILLS

Digital Design / Graphic Design
Design for In House Marketing
Photoshop 2018
After Effects 2018 Dreamweaver
2018
Creative Cloud
Fireworks / Sketch Commercial
Ad Design
Video Editing / Motion Graphics
Apple MAC / PC

HTML / HTML5 / Bootstrap / Wordpress
CSS Responsive Development
Landing Pages & Email Design
Content Management Systems
Print
MS Office
Admin
Customer Service
Telephone Skills / Helpdesk
Customer Relations
Excellent Computer Skills



Middleweight Designer

Medialab Group - Oxford Street London - 21st July 2017 - 16th November 2018

Medialab Group, a small start-up company which predominately deal with data capturing through Facebook and Instagram for a number of different Charities. My role as Creative Designer was to design and build the ads across social channels. Creating Digital Media Advertisements; Web Banners, Animated Gifs, HTML5 Banners and Video Animations using After Effects. Occasionally Building Microsites; Landing Pages, Thank you Pages and to express an understanding of Google Analytics Tracking & other pixels. Since starting at Medialab I have brought in video formats and Canvas ads which has greatly helped the click and conversion rate, as well as bypass the Facebook word count rule. I had also taken on a number of internal roles working alongside the marketing department, this has included print, video work and photography editing. In line with that I have taken on the responsibility of developing different business strategies to help bring in more creative work to the company.

Commercial Designer

Mail Online / DMG Media – High Street Kensington, London – November 2015 - July 2017

During the the past couple of years I have been working as a commercial designer for Mail Online, within their highly skilled and respected team. My role was not only to design high spec campaigns for some of the most well known labels within the UK,



but to also generate revenue for the business itself.

Day to day duties would involve:

- Managing campaign briefs and IO's from clients.
- Designing and mocking up campaign ideas and visions.
- Designing: Skins, Billboards, Interstitial, Interscrollers, Moodskins and more
- Liaising with clients.
- Meeting tight deadlines.
- Building Rich media templates within in our ad building software, Celtra.
- Designing and building emails.
- Working with project managers.
- Building hubs and competitions pages.

We work with video, and design for Desktop, Tablet and Mobile devices when needed.

Clients I have worked for are:

Marks & Spencer's, P&O, NPOWER, Olympic Holidays, Pandora, Sky, JD Williams, Batiste, L'Oreal, Max Factor, Sea-world, Enterprise and many many more!

Please visit my portfolio to see some examples: http://www.emma-designs.co.uk/?page_id=2

Web Developer

Aurora Fashions / Oasis Fashions – Old Street, London – 2012 till 2015

From 2012 I had been working for Aurora Fashions. I was in a team of five made up of other developers and our purpose was to offer a digital service to five different fashion brands (Oasis, Warehouse, Bastyan, Karen Millien, and Coast). This would be to maintain and update the brands website, develop online features, fix any online issues, and implement 3rd party installations (such as Olapic, Sub2, and Snap Fashion). During the year of 2013 Aurora split and the brands became independent, where I continued my employment at Oasis Fashions and focused solely on this brand. During my time with Oasis I have worked more closely with designers and continued to develop many of the brands online features as well as develop the homepage of their new responsive website and other content pages. While working for Oasis I have gained more experience developing across desktop, tablet and mobile.

Responsibilities:

Development of Features

Work with Web Designers

Website Maintenance

Develop from PSD's

Website Updates

Work to Deadlines

Development for Tablet & Mobile

BT FRESCA

Web Developer

Web Developer / Designer

Revolver Entertainment | Nov 2011 | Feb 2012

This role was with a very exciting company specialising in the marketing and production of British movies such as SKET, Anuvahood, Snowtown and recently Payback Season. My duty as Revolvers sole web designer was to:

Maintain the company website by adding new DVD releases as well as theatrical releases. I also worked on Adam Deacons website for his BAFTA nomination.

Design movie websites (DVD and theatrical) for both UK and US releases.

Register all domain names.

Code email campaigns.

Convert movie trailers.

Web Developer / Designer

Web Developer / Designer

Headmasters | May 2010 | Feb 2011

Since May 2010 I have worked for Headmasters at their Head Office as their sole, in-house Web & Graphic Designer. I worked with PR and marketing on the company's website working on new design concepts and making regular changes, edits and updates.

Console Online Developer

EA GAMES | Dec 2009 – Jan 2010 | Contract

I recently contracted for EA Games, working on designs and layouts for the new video game "Need for Speed Autolog" for online areas. As a Game Designer with EA Games my duty was to make sure that the online section for the game had look & feel consistency with the rest of game.

Web Developer

The EIC | July 2009 – Nov 2009 | Contract

The EIC is the lead organisation for UK companies that supply capital goods and services to the Energy Industry worldwide. In this four month contract from July to November my role was to design and build the organisations website from start to finish; this included the whole design process right through to HTML/CSS development and testing.

Duty Key Points:

Design visual mock up in fireworks.

After sign off, slice and take apart for coding.

Begin coding using xHTML/CSS in Dreamweaver and Visual Studio.

Make design changes during coding due to plan changes.

Testing the website in IE, Firefox, Safari, Opera.

I then worked with the programmer to add an administration system.

Education

May 2010 | Chancery Coaching

Certificate in Personal & Career Development

2000 – 2001 | Open University

Computing Diploma – I need to complete two more courses with the Open University to achieve a full Degree.

1997 | 1998 Grimsby College

Drama Diploma.