

## Kelly Ferguson

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07736 325 637

### Skills

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- ▶ **Graphic design for web and print**
- ▶ Creation of **HTML/CSS** websites and newsletters
- ▶ **CMS** and **FTP** uploading
- ▶ Creation of **wire frames**
- ▶ **Flash/Photoshop** animation
- ▶ Skilled in **Photoshop, Illustrator, Flash, InDesign, Dreamweaver, Fireworks**
- ▶ **Mac and PC** literate
- ▶ Eloquent clear written and verbal communication
- ▶ Conscientious
- ▶ Able to adapt design appropriately
- ▶ Strive to meet deadlines
- ▶ Quick learner
- ▶ Confident team player
- ▶ Enthusiastic
- ▶ Approachable
- ▶ Friendly
- ▶ Love new challenges

### Employment History

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**Digital Designer** March 2010 – Present

**Dorothy Perkins – Arcadia Group** Colegrave House, 70 Berners Street, London, W1T 3NL

- ▶ Site artwork
- ▶ Site design for new pages and features
- ▶ Newsletter design (weekly and system)
- ▶ Affiliate banners
- ▶ Social network design/artwork
- ▶ General artwork

I am a mid-weight digital designer within a team of three ecommerce designers at Dorothy Perkins. My role includes site artwork as well as redesigns and features. Since I started at DP we have launched a new site, which was a huge and very challenging project. To coincide with the new site release I was responsible for the redesign of the newsletter family. The chosen design pushes the boundaries of newsletter layouts and we have had a great response. DP is a busy, fast-paced working environment and we are constantly changing and striving for a better user experience and ultimately to meet very demanding sales targets.

**Digital Designer** March 2009 – February 2010

**Lipsy London** 43-44 Berners Street, London, W1T 3ND

- ▶ Site artwork
- ▶ Upload of pages using CMS system
- ▶ Newsletter design, HTML creation and execution
- ▶ Image re-touching
- ▶ Affiliate newsletter design and marketing artwork
- ▶ Affiliate banners
- ▶ Ad-Hoc print work for Retail/ European Dept
- ▶ Social Network management

Lipsy London is a rapidly expanding clothing label primarily famous for dresses, although now stock a vast range of clothing and accessories. Lipsy was recently bought by Next whom introduced Lipsy stand-alone stores to the high street. Two of us made up the web design team at Lipsy Head office. During my time at Lipsy we launched a new site and I designed the new newsletter layout.

**Web Designer** August 2008 – Feb 2009

**mydeco.com** 11th Floor, Newcombe House, 45 Notting Hill Gate, London W11 3LQ

- ▶ Artwork for major landing pages, including homepage
- ▶ Creation of 3D style homepage top panel
- ▶ Design of weekly newsletter (emailed to 170,000 users)
- ▶ Print ads – including liaising with printer
- ▶ Marketing emails
- ▶ Animated flash and gif banners/adverts
- ▶ Print adverts – including liaising with printer
- ▶ Christmas magazine – Sole artworker

mydeco.com is a start-up founded by Brent Hoberman, the co-founder of lastminute.com. mydeco.com is a new interior design and shopping website from the team behind lastminute.com. mydeco have a high profile team and work closely with an array of design experts from the architectural and interior design world such as Terence Conran and Philippe Starck. I was the primary artworker working alongside two other designers, although they're roles were focused on IA and future development of the site.

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**Graphic/ Web Designer** April 2008 – Present (Part-time/ Freelance)  
**ie...Wallpaper Ltd** 2 Neptune House, Kingston-upon-Thames, Surrey

- ▶ Site layout design
- ▶ Creation of quarterly newsletter
- ▶ Site artworking and FTP uploads
- ▶ Uploading new ranges, details and prices
- ▶ Animated flash and gif banners/adverts
- ▶ Print marketing

ie...Wallpaper Ltd is a wallpaper retailer based in Surrey. I worked 2-3 days a week whilst also employed by Ads Free Global. I re-designed the look and feel of the site and worked with the director to improve the user experience. I continue to work on a freelance basis, as updates are required.

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**Graphic/ Web Designer** January 2006 – July 2008 (Full-time/ Part-time)  
**Ads-Free Global Ltd** 223 Hook Rise South, Surbiton, Surrey

- ▶ Brand identity design and development
- ▶ Site layout design and artworking
- ▶ Marketing (online and print)
- ▶ Print design including catalogue
- ▶ Business plan development (for presentation to VC's)
- ▶ Business development planning

I worked on a start-up Mobadoo.com, a unique sales platform that uses mobile-phone reverse billing technology payments. The site went into BETA launch in Sept 2006. Since launch the site has undergone further development, although work was halted in July 2008, whilst the company sought further funding.

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**Graphic/ Web Designer**  
**Freelance**

I sporadically work on freelance projects. Examples included in my portfolio: [kellyferguson.com](http://kellyferguson.com)

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**Group Secretary** March 2001 – Sept 2003 (Full-time)  
**PRC Fewster Architects** 32 Victoria Rd, Surbiton, Surrey

- ▶ Admin duties included: letters, e-mails, audio typing, minutes, invoicing, diary management, arranging meetings, invoices, filing, reception cover, HR admin.
- ▶ Brochure management and creation

I worked at PRC Fewster Architecture prior to returning to full-time education.

## Education

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**Kingston University**  
Sept 03 – July 06  
BA Graphic Design

**Tolworth Girls School and 6th Form College**

Sept 93 – June 00

A level: Art, Politics

GCSE: Art, Business Studies, English, English Literature, Graphic Media, Science, Sociology, French, Maths

**Adult Education**

Jan 07 – March 07

Dreamweaver Beginners and Intermediate

## About me

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I am a real social butterfly. I like good food, good company and most importantly a good laugh. Being a designer isn't just something that starts and stops in work hours, it's about having that third eye. So many things bring me inspiration: the internet; shopping; travelling; eating; sleeping; TV; magazines; museums; music; books; current affairs; friends and family.