

CURRICULUM VITAE

NANCY JIM

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PROFILE

A solution-oriented and professional Web/UX designer, with over 18 years of broad ranging experience in both the creative and software industry. Quick to grasp new ideas and concepts and experienced in leading projects from concept to completion. Able to work well on own initiative and part of a team in an agile environment. Can demonstrate the high levels of motivation required to meet tight deadlines. Dedicated to maintaining high quality standards.

Looking to build on extensive range of skills within a suitably challenging role in an exciting team environment. Keen to achieve further professional development.

WORK HISTORY

Feb 2013 – Current **Cloud Bus Ltd** **Freelance Web/UX Designer & Front-end Developer**

Freelancing for design agencies and organisations. This includes working with multi-disciplined teams of project managers, designers, developers and testers, for global brands such as Neal's Yard Remedies and Virgin Money. My recent concepts produced with The Virtual Forge was successful in winning a large pitch and gained a substantial body of work for the company. Tasks include:

- Understanding user-analytics and creating wireframes and user-journeys based on these findings
- Producing high quality, user-centric design solutions across websites and back-office systems that are intuitive to use, mobile-friendly and meet web standards
- Front-end developing with HTML5, CSS3, JQuery/JavaScript and Bootstrap for rapid prototyping
- Working within multi-disciplined teams in an agile environment and liaising and presenting work in a concise, jargon-free manner
- Extensive testing following web standards and across cross-browsers and devices
- Organising projects from implementation to completion, including documentation
- Working to tight deadlines and completing projects successfully within budget and timescale
- Building strong and flexible relationships with excellent communication skills
- Proactive in recommending new additions and solutions
- Conversant with emerging technologies in the industry
- Winning new projects from pitches and proposals

Jul 2011 – Feb 2013 **Brightpearl** **e-commerce Design Manager**

Brightpearl is a cloud-based ERP system covering multi-channel integration and stock management with it's own e-commerce platform. My role was to manage all aspects of the e-commerce side including:

- Extending and managing the current theme library with premium designs
- Presales, converting trialists into customers, offering consultancy and advice
- Bespoke design and implementation work
- Project managing including costings, timeframes and adhering to budgets
- Liaising with clients, supporting them with website related queries
- Providing additional professional services to generate further revenue streams

Feb 2007 – Jul 2011

FD Systems

Lead Web Designer

Worked as the lead web designer in the e-commerce team for clients including Neals Yard Remedies, Roland DG and Next. The platform used the Drupal environment integrated into Sage and Microsoft back office systems. Designs were created from concept and developed as themes into Drupal. Role included:

- Project managing a team of designers and developers and documenting specifications
- Presales – supporting the sales team with proposed designs
- Liaising and presenting to clients
- Setting design timeframes and adhering to budgets
- Working closely with internal developers
- Advise on SEO, e-marketing and best practice
- Working on CMS sites using the Drupal platform
- Also worked with .Net developers and designing intuitive user-interfaces for back-office systems, whilst also offering solutions to further enhance the user-journey
- In-house graphic designer for internal offline marketing

Aug 2006 – Feb 2007

NOKIA MUSIC, BRISTOL

Contract Web Designer

Contractual role working on the Nokia Music Store and their managed online stores, including MSN and Virgin Media. Responsibilities included designing banners, landing pages and e-newsletters following corporate brand guidelines.

Mar 2005 – Aug 2007

FREELANCE WEB/GRAPHIC DESIGNER

Freelanced for various design agencies and directly with SMEs.

- Designed and produced digital media including websites, e-commerce stores, DVDs & Presentations, email campaigns and banners
- Designed print media including branding, stationery, brochures, posters, newsletters and exhibition stands
- Projects were designed from concept to completion

Feb 2004 – Mar 2005

STRATEGIC-I, CARDIFF

Creative Developer

Designed and developed online and offline media. My skills and contribution allowed the company to develop as an e-marketing consultancy thus enabling them to obtain new business and maintain existing ones.

- Created successful solutions following a full understanding of client briefs and specifications
- Print work included branding, designing stationery, folders, brochures and exhibition stands
- Digital work included designing and developing dynamic websites, email campaigns and banner ads
- Optimised websites to improve search engine rankings
- Developed knowledge of Google Analytics, AdWords and affiliate marketing
- Time managed projects to successful completion, within budget and timescale

2000 – 2004

REDLEVEL DESIGN, CARDIFF

Creative Developer

Designed and developed digital media for SMEs including Flash and dynamic sites. Work also included designing for print, such as branding, stationery, folders, brochures and exhibition stands.

1999 – 2000 **FREELANCE WEB DESIGNER, VARIOUS**

Freelanced as a web designer for graphic design agencies nationwide and internationally in New York. Projects ranged from Flash driven sites to static and database driven sites.

1998 – 1999 **OXYGEN NEW MEDIA, CHELTENHAM** **New Media Designer**

Designed and developed large multi-lingual websites and multimedia presentations; designed and won creative pitches and included presenting and liaising with clients.

1997 – 1998 **PENKNIFE DESIGN, CARDIFF** **Graphic/Web Designer**

Designed and developed web sites and off-line media including corporate identity, stationery, brochures, posters etc, which were bilingual Welsh and English.

EDUCATION

2015 – 2017	Cardiff Metropolitan University, Cardiff	MA Design (Design Futures) – Part time
1994 – 1997	University of Wales, Newport	BA (Hons) Interactive Design (2:1)
1993 – 1994	The Nottingham Trent University, Nottingham	BA (Hons) Furniture & Product Design
1992 – 1993	University Wales Institute Cardiff, Cardiff	Diploma Art & Design (Credit)
1984 – 1991	Llanishen High School, Cardiff	2 A' Level's, 6 GCSE's

ACHIEVEMENTS

- My site designs, whilst contracting for The Virtual Forge, successfully won a large pitch with Dubai South
- Achieved Employee of the Month whilst working at Brightpearl, for gaining excellent feedback from customers

SKILLS

- Well versed in Adobe software including Photoshop, Illustrator, Fireworks, Flash and InDesign
- Excellent knowledge of HTML5, CSS3, Responsive, JQuery/JavaScript, Bootstrap, Mac Terminal, GitHub & BitBucket
- Knowledgeable in search engine optimization, analytics, web standards, usability and cross-browsing
- Good knowledge in open source software including Magento, Drupal, and WordPress
- Mac and PC literate
- Good business acumen and management skills

LIVE WEBSITE EXAMPLES

- www.dubaisouth.ae
- www.wyldr.com
- www.segregation.guru
- www.originalartistsgift.co.uk
- www.delivermedrinks.com
- www.onyabags.co.uk
- www.emmasfabricstudio.co.uk
- www.goldielondon.com
- www.nealsyardremedies.com
- www.hedonistbakery.co.uk
- www.peachybelts.co.uk
- www.floristrywarehouse.com
- www.rentacrate.co.uk