

LOUISA KING

FREELANCE DIGITAL DESIGNER AND FRONT END DEVELOPER

www.clkdigital.co.uk
louisa@clkdigital.co.uk

PROFILE

I am a creatively minded digital designer and front-end developer with the skills and determination to excel no matter what the challenge. I possess excellent design, layout and typography skills; and I am also experienced in HTML/CSS/JQuery and Flash animation. I have lots of experience with UX/IA, designing websites that are functional and beautiful. I am passionate about design and usability, and enjoy pushing boundaries to provide innovative solutions.

EDUCATION

BA (Hons) Graphic Design specialising in Interactive Media, Bath Spa University	2.1
BTEC Diploma in Foundation Studies Art and Design	Merit
A-levels	Art B, English B, Maths C
GCSE's	3 x A*, 7 x A, 1 x B

KEY SKILLS AND SOFTWARE

HTML5, CSS3, JavaScript / JQuery, Photoshop, Illustrator, UX / IA, Flash, InDesign.

EMPLOYMENT

CLK Digital – Self Employed Freelance Digital Designer and Front End Developer – January 2011 to present.

I work from home full time offering a range of digital design services, from creating simple commercial email templates or banner ads, to designing and building complex websites. Starting with wireframing and information architecture, I make sure that the functionality of a website is intuitive and user friendly before progressing to visual design, creating interfaces that are easy to use and also beautiful. As an experienced commercial designer I also understand the importance of customer engagement, and believe that attractive design and engaging interaction are the key factors in the success of a commercial website. I also have plenty of experience with responsive design and coding, and creating fully animated HTML5 banner ads.

News International - Digital Designer - January 2009 to December 2010.

I worked across many NI brands, from The Sun to The Times, and gained an invaluable insight into commercial design on a big scale. Given my skills and previous experience with html email, I made it a personal goal to increase the success of commercial email campaigns during my time with NI. I was instrumental in changing the company's perspective on commercial emails, and saw a dramatic rise in the success of campaigns I was involved with. I also learned a lot about online advertising, designing high quality animated ads for a variety of products including Sun Bingo and Dream Team, as well as creating ads for external clients such as Sony and Lloyds.

Friends Reunited - Web Designer - September 2006 to January 2009.

I worked on a variety of projects across FR and sister sites FR Dating and Genes Reunited. During my first year, I worked on designing web pages, micro sites, emails and banner ads for all three sites. I was also responsible for all email campaigns for the entire company. In 2007, I re-designed Genes Reunited and coded new HTML and CSS for the entire site. I was then promoted to lead designer for FR Dating, where I was responsible for all design and front-end coding, banner ads, email campaigns and white label designs.

INTERESTS

I love horror films, PC gaming (Skyrim and Farcry are my favourite games of all time), playing my guitar and ukulele, and getting stuck in to some DIY.