



# RACHEL WARD

DIGITAL DESIGNER

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## PROFILE

I have over 4 years of experience working in fast-paced digital environments creating engaging, content-driven advertising experiences for brands and agencies.

## EDUCATION

**BA(Hons) Graphic Design for Digital Media**  
Glasgow Caledonian University | 2008 - 2012

**HND Product Design with Multimedia Visualisation**  
Glasgow Caledonian University | 2008 - 2010

**UX Certifications in Usability, User Research and Psychology of Interaction Design**  
Interaction Design Foundation | Ongoing

## SERVICES

- UI / UX Design
- Usability
- Wireframing, User Flows and Prototyping
- Creative Copywriting
- Rich-Media
- Photo Retouching
- Video Editing and Production
- Vector Illustration and Infographics
- Marketing Materials: Decks, One Sheets, Guides
- Promotional Materials
- Art Direction
- Ideation and Creative Concepting
- Quality Assurance

## EXPERIENCE

### DIGITAL DESIGNER | F SHARP

May 2013 - Present, London | New York | Remote

I worked with a global team of UI/UX designers, account managers, project managers and developers as the creative lead on dozens of digital media campaigns, designing interactive brand experiences for blue-chip clients including: Coca-Cola, Disney, Nike, Bose, Gatorade, Microsoft and Warner Bros.

- Visual design of responsive microsites, content-driven ads for social media campaigns, applications, and IAB display rich-media units hosted across the web and advertising platforms including: Spotify, Facebook, Deezer and other online publishers.
- Creating mock-ups, video prototypes, wireframes and user flows for sales pitches.
- Using software such as Sketch and OmniGraffle for wireframing in the creation of interfaces and redlines for a line of standardised, turnkey, API-driven products.
- Creative copywriting
- Design of internal documents including decks, one sheets and product guides, adhering to brand guidelines and creating visually engaging infographics.
- Creating style guide specifications for front-end development, providing packages with assets and CSS files.
- Art direction, management, guidance and accountability for multiple design interns.
- Working on multiple projects concurrently with a 100% track record of delivering on-time and to the highest standard.

### GRAPHIC DESIGNER | GLASGOW UNI SPORT & RECREATION

2010 - 2012, Glasgow

- Responsible for visual design and creative copywriting of all printed output including: posters, brochures, flyers and other ephemera.
- Optimising imagery and assets for web.
- Connecting with print companies for quality assurance of finished products.

## SKILLS

### DESIGN

Proficient in industry-standard software including:

- Photoshop CC 2018
- Adobe XD
- OmniGraffle
- Illustrator CC 2018
- Sketch
- InVision
- InDesign CC 2018
- InVision
- Principle
- After Effects CC 2018
- Principle
- Avocode

### DEVELOPMENT

I have a working knowledge of programming languages: HTML5, CSS3, JavaScript and JQuery. Brackets and Sublime Text are my editors of choice. I'm experienced in using content management systems to upload, style and maintain content and assets.

### WORKFLOW

I am experienced in working as part of an Agile team using JIRA. Other softwares

I commonly use to manage my workflow include:

- Microsoft Office 365
- Google Apps
- SourceTree
- Slack
- Bitbucket
- Trello