



www.gemmalane.co.uk

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After graduating with a first class degree I have gained 4 years experience as an interactive designer creating innovative web designs from small flash microsites to large CMS driven eCommerce sites. I have delivered innovative and award winning solutions for both small and large clients including the BBC, Nike, Directgov, Sony, Space.NK and Cancer Research.

KEY SKILLS

- Creating innovative web and interactive designs and able to manage projects within tight timescales.
- Designing complex websites from concept through to pixel perfect designs with good attention to detail.
- Contributing to client meetings and presentations, communicating concepts and design development.
- Strong skills in all the the usual programmes including Photoshop, Fireworks, Quark and Illustrator as well as basic Flash and Dreamweaver skills.
- Good knowledge of usability and accessibility issues.

CAREER SUMMARY

BOSTOCK AND POLLITT 2004–PRESENT

Senior interactive designer in a mid sized multi-disciplinary design company. Have worked for both small and large clients including the BBC, Sony, Space.N.K, BT, Directgov, Cancer Research and The Cloud. Have been promoted from a junior designer through to senior designer. My experience includes:

- Successfully developing existing as well as creating new brands.
- Involved in extensive user testing, developed good knowledge of accessibility and usability.
- Working closely with in-house developers and external companies and ensure that designs are carried out exactly.
- Mentoring and directing junior designers.
- Art directing photo shoots.
- Working with and presenting to clients to achieve successful solutions to their design briefs.
- Banner ad design and creation.
- Creating sitemaps and information architectures.

ROLES AND RESPONSIBILITIES

My roles and responsibilities have been varied across projects, from directing and designing through to planning and sitemapping to artworking and image production.

Example Projects

Directgov

Developed designs from concepts to final pixel perfect designs for a large government website (still in development). Created a user friendly and flexible design able to accommodate over 5500 pages of varying content including advice, articles, complicated form systems and transaction processes. Contributed as part of a team of IA specialists, designers and developers to design and develop this challenging project responding to extensive user testing and an evolving client brief.

The Cloud

Re-brand for a Wi-Fi provider both on and offline. Produced a visual language, guidelines and a multi language suite of websites for consumers and investors to very tight time scales. This involved presenting concepts to and working closely with the client and over-seeing the build of the site through an external CMS company.

GEMMA LANE

Continued.

VARIOUS FREELANCE WORK

2003-07

Various independent freelance assignments both on print and new media projects including branding, identity work and an eCommerce site for Frocks Away, an independent clothes boutique. A CMS driven site for an independent estate agents, interactive brand guidelines for Energis and online flash tutorials for Tesco's.

This included:

- Dealing directly with clients to manage all aspects of a project including the design, development, timescales, costs and client expectations.
- Working with, sourcing and managing developers and other designers to ensure that designs are carried out exactly.
- Site mapping and IA.
- Working independently, managing my own timescales and direction of projects.

ETU ODI DESIGN

2003-04

Nine months full-time freelance work as a Junior Designer working in a small design team on both print and web design. Worked on

a wide variety of projects including creating websites, CD Roms, brand identities and editorial work for both small and large clients. Developed new brands as well as working within existing guidelines with clients such as Peugeot, Nike and the British Film Institute, including working on award winning projects such as Design Week Award winning Silverstring, a quirky website for a company specialising in Data Management.

AWARDS

- Design Week Award Winner
- Design Week Benchmark Award Winner
- McNoughton Award Winner

TRAINING

Flash Intermediate Course

EDUCATION

GRAPHIC DESIGN BA (2000 - 03) 1st (Bath Spa University College)

Studied both print and multimedia design, specialising in multimedia.

Art Foundation (1999-2000)
3 A-level's (1997 - 1999)
9 GCSE's (1992 - 1997)

PERSONAL DETAILS

Date of birth: 05 December 1980
Current clean driving licence

CONTACT DETAILS

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