

## JAMES HOLLEDGE DESIGN

jamesholledge.com

design@jamesholledge.com

07974 208 719

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## QUALIFICATIONS

BA(Hons) Graphic Design: 2:1

2000 - 2003

Falmouth College of Arts,  
Cornwall

B-Tec Diploma: Foundation in Art Studies

1999 - 2000

Ravensbourne College of Design  
& Communication, KentA-Level: Art: A, English: C,  
Business Studies: C  
GCSE: A\* - B (10)

1992 - 1999

Dulwich College, London

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## TECHNICAL SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Flash

Adobe Dreamweaver\*

Adobe Acrobat Pro

QuarkXPress

Microsoft Office

Axure (BASIC)

HTML / CSS (INT)

Mac / PC literate

\*NIAT (National Inter-Action Trust)  
Intermediate Certificate in Adobe  
Dreamweaver and Web Design (course  
attended Feb 08 - Apr 08).

## EMPLOYMENT HISTORY

## FREELANCE DESIGN LEAD LONDON / SYDNEY

Spark44 / Baber Smith / SampsonMay / AKQA / Instinctif Partners  
DDB Remedy / Imagination London / Edelman / Base One  
SapientNitro / Mnet / Imagination Sydney / Trademark Design  
Uberbrand / Microsoft JAN 13 - MAR 13 / JUL 13 - DEC 13 / AUG 14 - PRESENT

- Worked on a number of responsive website design projects including a \$2,200,000 global site redesign for sleep apnea specialists ResMed.
- Took lead and presented work in client meetings.
- Produced design concepts for an in-store iPad app for OPSM, the largest opticians in Australia and New Zealand.
- Print brochure and range card design for Jaguar Land Rover.
- Took UX lead on development and wireframing for a new multimedia content platform for Qantas airlines.
- Redesigned Uberbrand's agency website.
- Complete design of an iPad presentation sales tool for Jaguar Land Rover .
- Designed bespoke direct mail for credit reference agency VEDA.
- Worked from Australia with MSN in London on an interactive employment tool.

## UK DESIGN LEAD

Microsoft / MSN SEP 12 - DEC 12 [RELOCATED AUSTRALIA]

- Responsible for coordinating all design activity for MSN UK, a multimedia platform with over 28 million monthly unique users.
- Worked on design and UX projects that were rolled out internationally across 39 MSN markets including a new editorial blogging tool.
- Liaised with teams and stakeholders at all levels both in the UK and abroad.
- Helped recruit a senior graphic designer.
- Heavily involved with the development of ideas and design concepts for new portal features and channels including work on the MSN UK homepage redesign.
- Attended regular client and agency meetings.
- Worked closely with the MSN Global UX team on multiple projects to ensure alignment with global MSN standards and guidelines.
- Chaired a weekly design meeting in order to coordinate and brief design work across all departments.

## SENIOR DESIGNER

Microsoft / MSN AUG 11 - AUG 12

- Worked as part of the Creative Solutions team in a fast paced in-house agency environment to produce online advertising solutions for clients including Ford, Samsung, Sainsbury's, Virgin, O2 and Xbox.
- Produced concept artwork for pitches whilst working to extremely tight deadlines and on multiple projects at once.
- Designed pitch artwork and subsequent website designs for an O2 campaign that formed part of a deal worth in excess of £1,000,000.
- Involved at all stages of the project development process including brainstorming, site planning, mapping and wire framing.
- Responsible for managing a junior designer.
- Heavily involved in the pitching process and subsequent live work for a £1,000,000 partnership between MSN Exclusives and Capital One.
- In addition to my day-to-day duties, I also carried out extensive additional work for the MSN Portal Leadership team, including a considerable amount of work

## AWARDS / ACHIEVEMENTS

### YCN (Young Creative Network) Award

Won an award for a design brief set by Saatchi & Saatchi on behalf of the NSPCC. My work was showcased in the YCN yearbook and also published in Computer Arts Magazine.

### Yates Thompson Prize for Art

Awarded by Dulwich College.

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## INTERESTS

Web design, photography, mountain biking, travel, gym and swimming.

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## REFERENCES

Available on request.

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I have very much enjoyed working with James, who is always cooperative and helpful and who has proved an extremely popular member of the team. //

Terry Lambert, Group Editor  
Newsquest Media Group

during the run-up to the relaunch of MSN UK. My work here was fundamental in identifying the need for a permanent design lead for MSN UK.

## EMPLOYMENT HISTORY

### GRAPHIC DESIGNER / ACTING DEPARTMENT MANAGER

Northamber MAR 09 - JUL 11

- Managed Northamber's marketing and design department working with clients including IBM, Microsoft and Fujitsu. This involved planning schedules and quarterly budgets of up to £100,000, holding client meetings and overseeing all design work.
- Design and production of regular HTML emails. Reorganised and redefined email databases, increasing the total number of contacts by over 3,000 and introduced new email templates which led to a 5% (average) increase in open rates.
- Redesigning the Northamber website adding a series of new features including a new shopping basket and checkout procedure.
- Restructured the marketing department, implementing new production time scales, a new briefing process and new digital and paper filing systems.
- Regular production of print projects including press advertisements, a quarterly product catalogue and the company's annual report and accounts.
- Recruited a junior graphic designer.
- Created the brand identity for Northamber's new IBM division. From my designs a website and range of print collateral were created.

### FREELANCE DESIGNER

ESPA International JUL 08 - NOV 08

- Produced templates and extensive style guidelines for a set of promotional spa literature that was used globally throughout The Ritz-Carlton Hotel Group.
- Created the brand identity for ESPA's new recruitment division, ESPA People.
- Designed POS artwork, wrap boards, price menus and event posters to promote the ESPA Gift Range that were used at premium retail locations including John Lewis and Liberty.
- Produced a range of print collateral including advertisements, a product brochure, a corporate gift guide and an introductory guide to the new ESPA website.

### FREELANCE DESIGNER

Blac Marketing Agency / P&G (Procter & Gamble)

PRP Architects / Finesse Group MAY 08 - JUL 08

- Designed print advertisements for a luxury London watchmaker.
- Sourced images and prepared artwork for a PowerPoint presentation.
- Assisted in the production of a Design and Access Statement for a new housing development.
- Designed display board layouts for an architectural exhibition.
- Prepared exhibition display graphics and large format signage for clients including Hewlett-Packard, Siemens and BT.

### GRAPHIC / STUDIO DESIGNER

Newsquest Media Group SEPT 03 - DEC 07

- Working to strict print deadlines, I designed advertisements, advertorials, features and supplements for a series of newspaper and magazine titles.
- Responsible for the design and production of a number of periodical magazine titles.
- Designed bespoke visuals in order to attract new clients to Newsquest and boost advertisement revenue. Work I created was fundamental in securing a B&Q store opening campaign worth £20,000.