

# Maria Robertson

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A creative and effective design professional with extensive experience across web, multimedia and print design. Has the ability to look at a project from the ground up and work through to an effective and highly polished design solution, either independently or as part of a team. Takes a hands on approach to projects, with careful attention to detail, and has the ability to manage, motivate and inspire a design team. Thrives on creative challenges, and developing innovative, user-focused design. Combines both creative and technical skills, to produce a compelling visual experience that users respond to with inspiration and ease.

## KEY SKILLS

- **Design Management** – Experienced Design Manager able to communicate effectively across all levels of business. Adept at motivating teams whilst maintaining focus on project objectives.
- **Web Design and Development** – Skilled in creating polished web designs using Photoshop, Illustrator, Fireworks, Dreamweaver, Wordpress and HTML / CSS.
- **User Interface ( UI / UX )** - Has worked closely with technical teams to achieve excellent design-driven results. User-journey mapping, wire framing, template production and interface design for web-based systems, Drupal CMS and mobile apps.
- **Print Design and Production** – Experienced in print design and production, using Indesign, Illustrator or Quark Express to create print-ready artwork.

## CAREER HISTORY

### Define Media Ltd, Oxford, UK

**2012 – now**

Contract and independent web and graphic design services. Acquired 18 clients in areas such as Software Development ( Amadeus Software and Relayware ) and International Partnership Development ( The Partnering Initiative and Zambia Business in Development Facility ). Core skills include web design with Wordpress, UI / UX design, HTML / CSS, graphic design and print production.

### Big Oxford Computer Company, Oxford, UK

A leading web development agency, specialising in high-end, complex web / mobile application development, web design, online marketing and hosting services.

### Web Design Manager

**2007 – 2012**

Successfully setup and integrated a new design department within a predominantly technical company. My role was integral to the growth of the business and development of the new design strand of the business. Primary responsibilities included presenting design concepts and winning new business, preparing visuals and managing development of web projects, producing printed and online marketing materials, training new members of the design team, and preparing quotes and presentations.

- Designed and presented concepts that gained and retained business in excess of £200k
- Managed complex web projects from concept to delivery
- Planned projects, established the user-journey and created wireframes and prototypes
- Designed templates and graphical elements to integrate with Drupal CMS
- Trained new design team members in graphics software
- Designed and produced all marketing materials for all business areas
- Researched and prepared quotes and proposals

### **Phones International Ltd, Marlow, Bucks, UK**

Headquarters of Peter Jones (Dragon's Den) Telecommunications company in Marlow. Mobile and wireless distributors for Vodafone, Sony Ericsson, Orange and T-Mobile. Incubator for 'Dragon's Den' partners.

#### **Senior Designer / Design Manager**

**2005 – 2007**

Employed as a Senior Designer to design and produce key marketing materials for internal departments and external clients including new business partners from Dragon's Den. Promoted to Design Manager within 6 months and managed a team of four designers working closely with the Marketing Director.

- Managed design from concept through to production on a variety of projects including Advertising, POS, Web, Packaging and Promotional events.
- Management of workflow, budgets, design and the production of projects for internal departments and external clients.
- Built a strong creative department and ensured the smooth flow and delivery of work.

### **Foot Cone & Belding, Sydney, Australia**

Award winning international advertising agency in Sydney holding key account for Nike, Lindt, Prudential and Samsung. Specialising in press and digital campaigns.

#### **Designer**

**2000 – 2004**

Long-term contractor for this Sydney agency, initially working on artwork for press campaigns, progressed to working on designs and creative work for major account pitches.

- Print Design and production for national campaigns
- High-end Photoshop image retouching for campaign pitches
- Web and Interface design for digital team

## **ACHIEVEMENTS**

### **Multimedia and Information Technology – Cert IV, Australia**

**1998 – 1999**

\*\* NSW State Medal for Highest Achievement 1999 \*\*

All modules passed with A Grade - Interactive Programming, Image Editing, Web design, 3D Concepts, Multimedia Planning, Video Techniques, Multimedia Project, Sound Design and Editing

## **EARLIER CAREER**

### **Equatorial Talent, Sydney, Australia**

**1994 – 1998**

Extensive design contract work for international agencies in Australia including – The Grey Agency, DDB Needham, Huls Bosh, Ogilvy and Mather and The Change Agency.

### **Satchi and Satchi, London, UK**

**1991 – 1993**

Produced a variety of artwork for in-house design studio including fast paced national newspapers ad work for Curry Dixons and PC World.

### **Point Ltd, London, UK**

**1987 – 1991**

Joined Point when it was set up to run alongside D4 Design. Worked as a design and layout artist and assisted in running the department.

### **Quadra Graphics, Oxford, UK**

**1983 – 1986**

Trained as a typesetter at Quadra Graphics and produced books for Oxford University Press.