

## Francesca Griffiths | Curriculum Vitae

24, Salisbury Road  
Poole  
Dorset  
BH14 0DP

Mobile: +44 (0) 7833 373 234  
Email: francescagriffiths@gmail.com

### **Personal Profile:**

An enthusiastic individual with great interest and passion for graphic design. I have extensive practical and theoretical graphic design knowledge. I originally specialised in print based media, but now have a solid understanding of online media supported by experience. I have great initiative and am able to work efficiently independently or within a team. I am able to work with industry standard software.

### **Skills and Achievements:**

- I led the redesign of the RNID website and it won Silver at the Digital Impact Awards 2011
- An effective communicator, I am able to clearly explain ideas and concepts to both clients and colleagues
- Personally written creative briefs addressing issues and requirements around accessibility, usability & web standards
- Facilitated workshops with both business customers and business users
- Good all round commercial awareness, time & budget orientated
- Effective delegator of tasks to both customers and colleagues and able to give guidance and advice of required outputs
- I have strong analytical skills and I am able to build critical discussions in design analysis and constructively challenge
- I have developed excellent knowledge of industry standard software tools e.g. Immediacy, Episerver, Reddot
- Experience with designing for mobile platforms from both a usability and creative perspective
- Effective user experience skills, able to wireframe and design user interfaces

## **Courses/qualifications:**

- BA Honours in graphic design
- D&AD creative course

## **Career to date:**

### **Freelance, September 2011 - Present**

- Digital Account Manager/Web designer at GTi
- Web designer at Bright Blue Day
- Web designer at Yammayap
- Web designer at Folk

### **Redweb, August 2008 – September 2011 Lead Creative Designer**

- Website concepts
- Involvement with internal creative work
- Thorough creative & technical knowledge
- Front-end development: styling & basic templating, & bug fixing knowledge, understanding & practice of accessibility, usability & web standards
- Experience with CMS: Immediacy, Episerver, ReDDot
- Attended internal forums & external conferences

I led the design on many large website re-design projects, including Scottish Parliament, Visa Code Sure, HM Treasury, RNID & Karndean.

I have implemented creative processes that became part of the delivery process. In particular the visual research workshops which have been key in the development of many website projects including Scottish Parliament, RNLI, and University of Hertfordshire.

I introduced the use of a creative brief, I wrote creative brief templates accustomed to each project

### **Refreshed Media, February 2007 – August 2008 Creative Designer**

- Brand Development & implementation
- Designed Flash and HTML based websites
- Designed and built a range of banner advertisements
- Viral & social media campaign

### **M-Corp, November 2006 – February 2007 Web Designer**

- Designed Flash & HTML based websites, from concept to creative solution
- Designed banners, and flash animations for web

## **Animal, Internships 2000 - 2005**

- Worked on promotional material for Animal surf competition
- Created identity & designed posters
- Designed a billboard advertisement to promote the brand
- Designed & applied artwork for product brochure
- Apparel design