



Sammi Richardson

designer + creative

Sep 2009 - Aug 2011: Nameless

Employed by Nameless to be lead designer taking responsibility for a variety of projects for clients such as **Ofcom**, **BHP Information Solutions**, **SES**, **HSBC**, and locally based companies **Kinneir Dufort** and **Great Western Wine**. My role involved the design of websites from concept to completion and assisting with forming the strategy of the site, focusing on user experience and persuasive design. I produced interactive wire frames, visual designs and liaised with the development team throughout the build process. I maintained regular contact with clients to ensure customer satisfaction and was regularly running client workshops and hosting meetings. Furthermore I was also involved in pitches and producing proposals for a variety of successful tenders.

March 2009 - Aug 2009: Freelance Designer

A variety of freelance projects undertaken firstly working with Whistler Web Design on bespoke sites for clients such as **Whistler Pocket Chocolate**, or solving simple design problems for existing sites. I then freelanced for various Bristol based companies where the projects ranged from producing advertising material with household names such as **Microsoft**, to concept and design layout for SME's.

May 2007 - Feb 2009: UKTV

Employed as a web designer for UKTV one of the most successful multi-channel providers in the UK. My role involved undertaking projects, both large and small from concept to completion and helping to control the ongoing refinement of production process and procedure. The projects ranged from program support micro-sites within the existing CSS to a total site re-design. During my employment UKTV re-branded its entire portfolio of channels and I was a key member of the design team in the launch of the websites for **G.O.L.D**, **Alibi**, **Watch**, **Eden**, **Blighty** and **Yesterday**.

March 2007 - April 2007: Pomegranate

Employed as a designer for a full service design agency in central London. I undertook designs from concept to completion for both print and web, including DM pieces, logo identities, portfolio sites and updating existing client websites.

Mar 2006 - Feb 2007: A year travelling abroad

March 2005 - Feb 2006: Freestyle Publications

Employed as a designer by Freestyle Publications, for the titles **Surrey Monocle**, **Scuba World**, **Tropical Fish** and **Paddles**, the last publication undergoing a complete re-design. I regularly contributed on other titles, such as **Boys Toys** and **Snowboard UK** in order to ensure deadlines were met. I also designed promotional material for both print and screen.

Sep 2004 - Feb 2005: DV8 Publications

Employed as a designer by **DV8 Publications**, which produces lifestyle magazines and guides to various locations within the U.K. My duties were to deliver completed artwork on time with the approval of clients, as well as being responsible for the design and layout of double-page feature articles.

Software skills & Coding languages:

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| <input checked="" type="checkbox"/> Photoshop | <input checked="" type="checkbox"/> Dreamweaver |
| <input checked="" type="checkbox"/> Illustrator | <input checked="" type="checkbox"/> Quark |
| <input checked="" type="checkbox"/> InDesign | <input checked="" type="checkbox"/> Axure |
| <input checked="" type="checkbox"/> Flash | <input checked="" type="checkbox"/> Actionscript |
| <input checked="" type="checkbox"/> Basic Wordpress | <input checked="" type="checkbox"/> Basic HTML/CSS |

Education:

2001-2004: BA (Hons) Graphic Design 2:1
Arts Institute at Bournemouth

2000-2001: Foundation Diploma
Surrey Institute of Art and Design

1998-2000: Advanced GNVQ Art & Design and 2 'A' levels

1993 - 1998: 10 GCSE all at grades A or B



I have an active and enquiring mind and am interested in all types of design, music and art. I

like to be inspired by all aspects of life, whether it's visiting galleries and exhibitions or spotting new graffiti on the walk to work. When not working, I like to carry on my creativity by drawing, painting or surrounding myself with piles of fabric making clothes.

With a growing collection of colourful stamps in my passport and a well-used backpack, I love to travel and attend summer festivals. I look forward to new challenges and am constantly seeking to improve on the skills that I already have, be they personal or professional.

