

**Adrian Everett**  
adrian12everett@gmail.com  
07875 142986

Flat 9 Swanage Court  
Hertford Road  
London N1 4SL

## Profile

I'm a current student of MSc User Experience Engineering at Goldsmiths. I am building my UX research and design skills, working in small teams using Agile and Lean methodologies, analysing ethnographic research into how students use social media, and prototyping a Smart home app for the loved ones of people with dementia. I have specialised in virtual reality technologies, **data visualisation**, cognitive neuroscience and creative coding. My research interests are in how we can build virtual interactions in a distanced world and I have **surveyed VR users** about their experiences of UX issues. For my thesis I will be working with an Arts Charity on a programme of user research. Before enrolling at Goldsmiths I worked as a designer and marketer in the healthcare sector.

## Skills

### Prototyping

Figma, Axure, After Effects,

### Research

Optimal Workshop, Google forms, Survey monkey

### Collaboration

Office 365, Google Suite, Miro, Slack, Wrike, InVision

### Visual & Motion Design

Photoshop, Illustrator, InDesign, Lightroom, After Effects, Premiere, Media Encoder

### Coding

Visual Studio, Unity Atom, HTML & CSS, JavaScript, c3.js/d3plus, A-frame, UIKit, openFrameworks/C++, C#

## Education

### Goldsmiths, University of London, 2020 – 2021

MSc User Experience Engineering (Current student)

### University for the Creative Arts, 2009 – 2012

BA (Hons) Illustration 2:1

### Leeds College of Art, 2007 – 2009

Level 3 BTEC ND Graphic Design Triple Distinction

AS Fine Art - B, Level 3 BTEC Award in 3D Design - Pass, NCFE Intro to the Creative Industries - Pass

## Recent experience

### Freelance Designer, May 2018 - Present

Highlights include design and art direction for a national billboard campaign for a grassroots Pride organisation, Pride Inside. I have created pitch deck templates and design for a digital marketing agency looking to pitch to new high-profile clients. I also work with the retail marketing team at Barnardo's and designed campaign collateral including logos, e-commerce assets, posters, point-of-sale and social media.

### Senior Graphic Designer at HCA Healthcare UK, May 2020 - September 2020

I lead a team of freelancers on branding and art direction. I had a hand in every design project going through the studio, whether assigning to the best team member for the task, giving a creative brief to an agency or taking on the project myself, from proposing concepts right through to delivery of assets across multiple platforms. I handled multi-channel campaigns from concept creation through to artwork delivery. Deliverables vary from out of home, press advertising, paid social and GDN. Campaigns include: facility opening social media campaigns, new product launch brochures and outdoor brand awareness.

Additional responsibilities:

- Print and design agency relationships
- Brand guardian, ensuring work is on brand and keeping the guidelines up-to-date
- Creating eye-catching social videos, GIFs and static assets with infographics
- Retouching and extending images.
- Exhibition stands, pop up banners and wayfinding.
- Supporting the digital team by sourcing and creating assets for the website.

**Adrian Everett**  
adrian12everett@gmail.com  
07875 142986

Flat 9 Swanage Court  
Hertford Road  
London N1 4SL

## Previous experience

### **Mid-Weight Designer at HCA Healthcare UK, June 2019 - April 2020**

I was assigned to anywhere up to 30 active jobs and am used to juggling priorities to deliver work on brief and on time. Oversaw work produced by freelancers to ensure work is on brand. Point of contact for 3D design and video projects. I produced motion graphics for social media and digital out-of-home.

### **In-house Designer at HCA Healthcare UK, January 2017 - June 2019**

On the central marketing team, I helped set up an in-house studio as a designer supported by freelancers and briefing work to agencies. I acted as a brand guardian and reviewed work produced by external agencies. I supported on branding, creating new logos and stationery. I worked on print, social, out-of-home and advertising, seeing multi-channel campaigns from concept to delivery.

### **Marketing Coordinator at The Wellington Hospital, January 2015 - December 2016**

Wrote and edited two monthly advertorial features and ran a bespoke events CMS. I created mailchimp newsletters, took bookings, and created an automated attendance certificate. I produced analytical reports using internal databases and Google Analytics. Creating collateral for print and digital, including directories, B2B marketing material and patient information with a strict version coding system I designed. I worked on a company wide re-brand, and supported brand compliance.

### **Marketing Assistant at The Wellington Hospital, September 2012 - January 2015**

Design and proofing documents for promotional and internal use. Liaising with design agencies, printers and suppliers for quotes. Creating editable certificates and PDFs, website CMS, optimising content for SEO content on wordpress, and sending newsletters via MailChimp.

## Professional qualifications

### **Adobe After Effects CC Masterclass & ACA**

Certitec 2019

### **Design for Art Direction**

London College of Communication 2018

### **Retoucher Pro**

Photography Course London 2018

### **Art Criticism**

Central Saint Martins 2013