

# Adrian Everett Digital Designer

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## Profile

I am looking for a role as a UX/Digital Designer after completing my MSc in User Experience Engineering this Autumn. I'm coming from a background of 8 years working in design and marketing for healthcare and currently freelance for national charities and a digital marketing agency.

## Skills

### Prototyping

Figma, Axure, Adobe XD and 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 & Development

Visual Studio, Atom, HTML & CSS, c3.js/d3.js, A-frame, UIKit, Webflow, Unity

## Current experience

### MSc User Experience Engineering at Goldsmiths, University of London, September 2020 – Present

I'm working on my thesis in partnership with Artangel, conducting quantitative and qualitative research into digital giving in the arts to explore ways a charitably run organisation could create new revenue streams and lasting relationships with engaged users.

Completed modules:

- Computing the User Experience
- Interaction Science
- Introduction to VR
- Creative Coding
- Research Methods
- Applied Topics (Guest lectures in computing)
- Interactive Data Visualisation
- Cognitive Neuroscience

### Freelance Designer, May 2018 - Present

I currently do UX, UI and digital design work for Croud, including pitching new UI templates and heuristic reviews of websites with recommendations to improve UX. Other highlights include design and art direction for a national billboard campaign for a grassroots Pride organisation, Pride Inside. 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.

## Recent experience

### 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 allocating jobs to the team, briefing an agency or handling the project end-to-end myself, from proposing concepts right through to delivery of assets across platforms. I designed multi-channel campaigns from concept creation through to artwork delivery. Campaigns include: facility opening social media campaigns, new product launch brochures and outdoor brand awareness.

### 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.

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## Previous experience

### **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.

## Education history

### **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

## 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