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## Personal Statement

I am a well versed senior creative designer with extensive experience in digital and print based design techniques and an academic level interest in design research.

I'm decorated with a **Masters Degree in Design** from the University of Leeds. I can take a design project from its infancy to a finished product using ambition, creative flair and a strong understanding of design thinking across any media.

A unique, charismatic individual with a mountain of technical knowledge.

## Technical Skills

**UX Design**, Design research, Motion graphics, Web Design, UI Design, Graphic Design, Illustration, Typography, Printing, **Adobe Creative Suite** (InDesign, Photoshop, Illustrator, XD, Dreamweaver, After effects, Fireworks, Flash, Muse.) Photography, Image Editing, HTML, CSS, CMS, Wordpress, Video, Vinyl Production, Large format print, Microsoft Office, Social media management.

## Current Employment

### UX Designer & Creative Director

RJ Graphics Ltd  
September 2010 - present

RJ Graphics specialise in reaching design conclusions met through **academic design** principles, using research techniques such as usability testing, focus groups and market research to produce designs that work and cater for the user rather than leading with aesthetics.

I started my company as I saw a gap in research lead design in the market and adapted these values using groundbreaking methodology taught at the University of Leeds school of design. RJ Graphics applies these techniques not just working in digital, UX/UI Design but also transcends media and work across print, interaction, experience and other disciplines to **create unique works** that allow me to explore every area of design to my full potential.

Services include - Web design, UX design, Print design, Branding, Advertising, Photography, Shop frontage, POS, Vehicle Livery

Clients include - Jet2.com, Balbir Singh Dance Company, Slotty vegas, Laredoute.co.uk, Various restaurants, Hair salons and other small businesses.

## Previous Employment

### Senior Creative Designer

Resource ([weareresource.co.uk](http://weareresource.co.uk))  
August 2018 - September 2019

At resource I was the **senior creative designer**, I handled creative concepts, pitched to prospective clients and developed idea's and marketing strategies - I was the go to digital member of the design team in a studio of 6 print designers. I learnt a lot at resource about print production and had the opportunity to work on a wide variety of creative projects with some very large clients. At resource I won creative awards for print and marketing from PDMA and DPA for my internal marketing #Dunkability campaign.

**Main Skills** - Creative Thinking & Idea generation, Creative Suite, InDesign, Illustrator, Photoshop, After effects.

## Previous Employment

### Senior Designer - Multimedia Design Manager

www.danielfootwear.com

September 2013 - August 2018

I managed every aspect of design for this nationwide company. Daniel footwear has 20+ stores dotted around the UK and a couple of extremely **well performing websites**. I updated, designed and implement all website graphics, UI elements, managed user flows, designed emails, homepage banners and online campaigns throughout and across multiple brand fascias. I provided all the POS, stationary, print, tags, store frontage and anything else design related to Daniel stores. Whether it be producing designs myself on my large format printer or outsourcing production and managing distribution to all the stores.

I controlled everything graphical within the company from direct mail and web packaging to Eshots and web design, right down to the look and design of daniels shoe boxes. **I Answered directly to the CEO** and discussed projects with the marketing team. I influenced concepts and ideas which could improve user experience and drive sale conversions to help meet weekly targets. I also provided technical knowledge to convey how possible each project would be to complete. I considered myself a key member of their team bringing a heap of technical knowledge to the table.

I enjoyed every minute I worked with danielfootwear.com, although I felt there was very little room for growth or opportunities to help me advance further in my career.

### Marketing Manager

Superpower Corporation PLC

September 2010 - September 2013 (Made redundant)

Superpower was a utility management company that specialised in working within the public house industry. Whilst at superpower I managed all the advertising accounts and created graphics, Advertisements and marketing, as well as maintaining their website promoting their services and boosting their social media presence. Superpower taught me the importance of making contacts within the printing/production industry and still work closely with some of these today. I also managed accounts with some national magazines and saw my first print adverts run whilst working for this firm. I learnt how to use everyday office software at Superpower, I also developed my excellent telephone manner.

### Graphic Designer

Chiarafashion.com

September 2009 - January 2010

Chiara fashion was my first position in the creative industry after studying my bachelors degree, I worked here to cover the overflow of product editing and uploading over the busy Christmas period, Chiara wasn't a very large company or entirely professional, which explains why it no longer exists.

I took from my time working here what I could.

## Education

**MA Design - (Distinction) University of Leeds**

**BA (Hons) Creative Advertising - Leeds College of Art & Design**

**FD Advertising - University of Leeds**

**A Level - Art, Biology, Physics**

**AS Level - Chemistry**

**12 GCSE'S - Including Maths & English A-C**

## Work Examples

Please navigate to:

**www.nathaniel-brown.com**

If you would require specific examples across any media, print or web, please ask and I am sure that I will be able to provide something to your liking.

**References on request**

