



DANIEL ROSS

DIGITAL DESIGNER

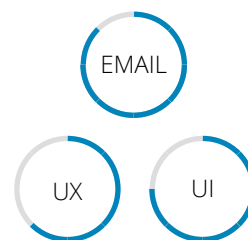
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🌐 thisnow.co.uk
🌐 thisnow.pixelrights.com

📍 Leeds

👤 WHY ME?

I am a intelligent, creative and articulate designer and email developer with specialised knowledge in digital marketing, CRM, lead generation and data capture. I enjoy learning & problem solving. Background in Animation, Photography and Photoshop.

📊 SKILLS



🔧 SOFTWARE

Photoshop
Dreamweaver
XD
Premiere
After Effects
Sketch
InDesign
Animate CC
Lightroom

🌐 PLATFORM EXP.


SFMC
SFCC
Emarsys
Magento
Wordpress
Ghost
Amplience
Maizzle

💻 LANGUAGES

Design
Marketing
Technology
Lead Generation
HTML & CSS
JS
PHP



WORK EXPERIENCE

- AUG 2020 - JAN 2021 • **MCCANN CENTRAL** (CONTRACT) • Solihull
APR 2021 - JUL 2021
BAU Barclays emails using maizzle, a node.js build system. Linked google sheet to XD designs and component based builds using a JSON feed to optimised workflow and eliminate errors. See previous McCann placement.
- JUL 2019 - PRESENT • **JET2** (CONTRACT) • Leeds
Email developer/Designer – Using DotDigital with Movable Ink and Dreamweaver for customer contact program emails. Populating dynamic content through CSV, destinations, up sells and check in procedures.
- JAN 2020 - MAR 2020 • **MCCANN CENTRAL** (CONTRACT) • Solihull
Email developer for Barclays Salesforce Marketing Cloud migration project. Used Maizzle, a Javascript to compiler to build emails from re-usable partials and data parsed into re-usable components. Tailwinds CSS, Nunjucks. CLI.
- JAN 2018 - JUN 2019 • **CRABTREE & EVELYN** (CONTRACT) • London
Design, develop & schedule emails using SFMC. Site merchandising, display & PPC. Segmentation & database maintenance. SFCC merchandising & font end dev. Amplience. Rakuten, Criteo tags. Migrated email templates to and from SFMC.
- SEP 2017 - JAN 2018 • **JET MEDIA, AEGIS DENTSU,** (CONTRACT) • London
AUG 2016 - SEP 2017 • **BRANDALLEY UK** (CONTRACT) • London
UX/UI Design, progressive enhancement & conversion optimisation. Email design & development, daily emails and lifecycle campaigns. HTML5 banners, print design.
- MAR 2016 - JUL 2016 • **PHOTOGRAPHY TRIP** (NZ, AUS, HK, JPN, IND, THA) • 
Won Pixelrights photography competition
- OCT 2015 - MAR 2016 • **DENNIS PUBLISHING** (CONTRACT) • London
Responsive email and landing page design and build, plus animated banners to Dennis Publishing's marketing department.
- NOV 2014 - SEP 2015 • **CARPETRIGHT PLC** (CONTRACT) • Purfleet
Sole digital designer, producing site assets, static pages, marketing emails, PPC banners as well as responsive designs for a new site in development post launch.
- APR 2010 - SEP 2014 • **GOALLOVER / LOLAGROVE** • London
Agency side email & landing page design development for a wide range of clients for CPL 3rd party email marketing and data capture clients.



EDUCATION

- 2000 - 2003 • **ANIMATION & ELECTRONIC MEDIA BDES** • Dundee
at DUNCAN OF JORDANSTONE
- 1999 - 2000 • **ART FOUNDATION BTEC** • Leeds
at LEEDS COLLEGE OF ART & DESIGN
- 1997 - 1999 • 3 A-Levels 10 GCSE's