



DANIEL ROSS

DIGITAL DESIGNER

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- 🌐 thisnow.co.uk
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📍 Berlin - working remotely.

👤 WHY ME?

I am a intelligent, creative and articulate designer with specialised knowledge in digital marketing, CRM, lead generation and data capture. I enjoy learning & problem solving. Background in Animation, Photography and Photoshop. Contracting since 2014.



WORK EXPERIENCE

- JAN 2018 - PRESENT ● **CRABTREE & EVELYN** (CURRENT CONTRACT) 📍 London

Design, develop & schedule emails using SFMC. Site merchandising, display & PPC. Segmentation & database maintenance. SFCC, Ampliance. Rakuten, Criteo tags. Initial contract was for old UK website. Landing pages, emails, banners.
- 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) 🌐

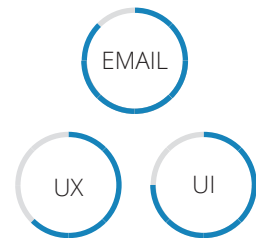
Won Pixelrights photography competition goo.gl/J6GW3X
- OCT 2015 - MAR 2016 ● **DENNIS PUBLISHING** (CONTRACT) 📍 London

Responsive email and landing page design and build, plus animated banners to Dennis Publishing's marketing department. Apparently good email designers are hard to find.
- 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. A lot of emails for ValueClick. (Conversant Media). Print design for company marketing materials.

📊 SKILLS



🎨 SOFTWARE

- Photoshop ●●●●●●
- Dreamweaver ●●●●●●
- XD ●●●●●●
- Premiere ●●●●●●
- After Effects ●●●●●●
- Sketch ●●●●●●
- InDesign ●●●●●●
- Animate CC ●●●●●●
- Lightroom ●●●●●●

🏠 PLATFORM EXP.

- SFMC ●●●●●●
- SFCC ●●●●●●
- Emarsys ●●●●●●
- Magento ●●●●●●
- Wordpress ●●●●●●
- Ghost ●●●●●●
- Ampliance ●●●●●●

🗨️ LANGUAGES

- Design ●●●●●●
- Marketing ●●●●●●
- Technology ●●●●●●
- Lead Generation ●●●●●●
- HTML & CSS ●●●●●●
- JS ●●●●●●
- PHP ●●●●●●



EDUCATION

- 2000 - 2003 ● **ANIMATION & ELECTRONIC MEDIA BDES** 📍 Dundee

at DUNCAN OF JORDANSTONE

Suprisingly learnt how to export html tables and animate Gifs.
- 1999 - 2000 ● **ART FOUNDATION BTEC** 📍 Leeds

at LEEDS COLLEGE OF ART & DESIGN
- 1997 - 1999 ● 3 A-Levels 10 GCSE's