

digital/graphic designer

www.emmaheadland.co.uk

Name Emma Louise Headland

Address Peterborough,
Cambridgeshire
PE2 9SD

Mobile

email

D.O.B 21/09/1979

Education 1998-2000 Nottingham Trent University
1996-1998 Stamford College
1991-1996 Queen Eleanor School

Qualifications **HND** Graphic Design

A levels:

Graphic Design	A
Photography	C
Art and Crafts	C

GCSE:

Art and Design	A*
Photography	A*
French	B
Physical Education	B
Mathematics	C
English Literature	C
English Language	C
Science	C,C

Technical Training

Flash CS5 - 2 days at Macresource Computer Training, Islington, London

This private tutoring course gave me a thorough introduction to Flash CS5 and also taught me how to add basic interactivity to projects using ActionScript.

Technical skills

Adobe Indesign	Design, print preparation and interactive PDFs
Adobe Photoshop	Image editing, processing and animated gifs
Adobe Illustrator	Vectorial graphics
Adobe Flash	Advertising banners and basic website animations
Adobe Dreamweaver	Building websites and html email broadcasts
Fetch / Filezilla	File transfer client
Adestra / MessageFocus	Web-based email marketing platform

Working knowledge of HTML, CSS and a basic understanding of ASP

career history

**SENIOR
STUDIO DESIGNER**
ANGLIA
CO-OPERATIVE
14/09/10 -
Present

SENIOR DESIGNER
Charles Whalley
Advertising Limited
28/05/07 -
13/09/10

ART EDITOR
BIKE
(EMAP AUTOMOTIVE)
20/10/05 -
20/05/07

LECTURER
Peterborough
Regional College
07/09/05 - 27/07/06

**SENIOR DESIGNER
& ILLUSTRATOR**
Angling Times
and UKCARP
(EMAP ACTIVE)
15/05/02 - 10/10/05

WEBSITE DESIGNER
Welland Valley
NewspaperS
12/03/01 - 14/05/02

I was appointed to spearhead creative projects, strengthen the company's digital capability and assist in managing the busy marketing department.

I head-up the digital arm of the design studio. I Work on various websites for the business.

I am also responsible for all the email broadcasts, designing bespoke broadcasts and setting templates. I design all the online banner adverts that go out of the studio.

I provide expertise and a creative input from the inception stage of design work through to its final production. I also co-ordinate all the print work produced by the studio designers to ensure that concepts are explored and developed to the full.

The marketing department functions as a full design service offering a range of brand, print, online, PR, media and strategic consultancy services to various arms of the Anglia Regional Co-operative business.

I worked in a leading marketing agency which offers a high-quality advertising, design and marketing services. My work was extremely varied, I regularly worked on brochures, flyers, websites, packaging, email broadcasts and web banners. I was also responsible for generating concepts for advertising campaigns.

I assisted the group art editor in overseeing the visual direction of the magazine. I attended various meetings to come up with feature ideas and photographic treatments. I had to create imaginative and exciting layouts, whilst keeping within the readers' tastes. It was a challenging and pressurised job as the magazine had to have an edge to keep it number one in the highly competitive motorbiking sector.

I worked as an evening lecturer teaching desktop publishing to a class of 8 to 10 adults once a week. I designed and delivered the course single-handedly.

I taught the class how to use QuarkXpress, Photoshop and Illustrator.

I was the sole designer on this weekly magazine. I had to meet very tight deadlines and manage my own time. I had to be creative and produce high-quality layouts in a very stressful and pressurised environment. My job involved liaising with the editor, writers and subs. I had to follow the whole process through and make sure that the magazine got to the reprographic house on time. I created illustrations, maps and diagrams that had to be precise and accurate, as well as visually stimulating and interesting.

As a website designer I was responsible for designing the graphics and pages of ten community newspaper websites. Most of my time was devoted to designing and building associated specialist micro sites. I also designed all the promotional material for the websites. This job was extremely varied and required a high level of flexibility.

EMAP DESIGN RECOGNITION

Dream Design Team 10/04/03 To – 27/06/05

I was selected to be a member of the Design Dream Team, which consisted of just ten designers.

Its aim was to raise the design standards of Emap Active's magazines. I was a member of the team for two consecutive years. Being part of the team developed and broadened my design skills and experience. I attended conferences and design meetings. I also gained work experience on a variety of different magazines.

Design Executive Board 03/07/05 To 09/11/06

Further to my inclusion on the Design Dream Team, I was promoted from that and selected to become part of the Design Executive Board, which has eight members.

The board met every month and was committed to inspire and provide opportunities for all the designers within Emap Active, especially the Dream Design Team. The Board organised and provided tailored design training through workshops and an annual design conference.