



Hello. I am a fast, creative and conscientious designer with a strong visual style, tasteful understanding of colour, type and composition. Graduating in 2004, with a degree in Print and Publishing Production (HND) from the University of the Arts, and since gained fifteen years commercial experience. I have a solid background using the Adobe CS, Sketch, InVision, InVision Studio, Figma, Zeplin, HTML5 and CSS3, with a fondness to illustrate by hand. I thrive collaborating on a team, independently or remotely from my studio. An ability to multitask efficiently and prioritize on projects effectively – from conception through to completion and within deadline. Experience in UX/UI design and build, print design, typography, animation, branding and brand management. Comfortable working in-house and client facing.

CLIENTS & EXPERIENCE

FREELANCE DESIGNER

Babylon Health – Health Service Provider

Nov 2019-May 2020. Chelsea, London

- Supporting the creative & marketing departments to create work across social media, email and print.
Sole responsibility for creating a cohesive suite of Babylon Health transactional emails which now sit comfortably within the brand's other touchpoints. Project included research, presenting to senior stake-holders, design, testing and build.
Part of a team, working closely with an external agency to promote a feature of the app within an interactive email. I took the lead on concept & creation, ensured accessibility standards were met and AMP technology successful.

UX/UI DESIGNER

Encore Tickets – London/New York Ticketing Agency

Sep-Oct 2019. Southwark, London

- Responsible for creating a bespoke white label site for a British national newspaper (currently still in NDA). The client wished to monetize their theatre reviews by offering customers a direct link to tickets. This allows customer easy access to tickets without deviation from the newspaper's site.

UX/UI DESIGNER

Oakley Moore Interior Design – Interior Designers

May-Aug 2019. Chelsea, London

- UX research including user personas, competitor analysis, moodboards, brainstorming sessions with the client. UI work included redesign of the site across desktop and mobile, prototyping, wireframes and creating a style guideline for development handoff alongside Zeplin uploads.

UI DESIGNER

Collective London – Agency

Jul 2019. Farringdon, London

- Created home page for Hyundai campaign 'Next Awaits' advertising their fleet of electric, hybrid & single cell vehicles.

UX DESIGNER

TBWA/Worldwide – Agency

May-Jun 2019. Bankside, London

- UX/UI redesign of a Pfizer Pharmaceutical ecommerce microsite aimed solely at independent pharmacists.

DIGITAL DESIGNER

Cheil UK – Agency

Jan-Mar 2019. Bankside, London

- Design and UX design alongside the Creative Director and Lead Digital Designer predominately for Samsung.

DIGITAL DESIGNER

Ogilvy UK – Agency

Oct-Dec 2018. Blackfriars, London

- Redesign of Boots Parenting Club email campaign working alongside two art directors and two junior designers.

DIGITAL DESIGNER

Brandwidth (Agency)

Sep 2018-Jan 2019. London Bridge, London

- Digital design across the agency's portfolio includes clients Toyota, Kia, Royal Caribbean International and Holiday Inn.

UX/UI DESIGNER

Pebbles Studio – Video Production Company

Aug-Sep 2018. Shoreditch, London

- UX and UI design for Fin Tech clients.

GRAPHIC DESIGNER

Beauty Seen – PR Agency

Aug 2018. Kensington, London

- Graphic design across the agency's portfolio includes clients Topshop Beauty, Revlon.

UX/UI DESIGNER

Snaptrip.com – UK Holiday Rental Company

May-Jul 2018. Kensington, London

- Steer a consistent design aesthetic across web pages, emails, brand & social assets in keeping with brand guidelines.

SENIOR DIGITAL DESIGNER

The White Company (Lifestyle Retailer)

Jan-Apr 2018. Kensington, London

- Produce multichannel front-end design from conception through the project lifecycle for both the UK and US sites respectively within strict time deadlines.



- Design of seasonal campaigns, lookbooks, feature articles, product landing pages, animated social media assets, in-store digital screens and affiliate banners.
- Translate brand position into quality design and be aware of the customer journey for all marketing, social and editorial strategies across touchpoints.

LEAD INTEGRATED DESIGNER

Style Group Brands – Fashion Retailer

Jan 2016-Dec 2017. Shoreditch, London

- Planned, proposed, designed, wireframed and built landing pages, emails, site updates, social media assets, affiliate collateral, promotional work for the PR and marketing teams.
- Brand ambassador for Dash across all departments within the company. Ensured the brand guidelines were clearly articulated eloquently to our customers online, in print and in-store.
- Year on year target forecasts for Dash steadily rose throughout 2016-17. We saw a 5% increase on ecommerce targets for the start of 2017. Our newsletter customer engagement figures for CTR and open rates surpassed 2016.

FREELANCE DIGITAL DESIGNER

Abel & Cole – Organic Food Merchant

Jul-Dec 2015. Wimbledon, London

- Art directed on shoots. Creatively worked on site design. Designed and built responsive emails for the weekly marketing email (distributed to over 55,000 customers).
- Worked in an agile environment reporting to three senior members of staff including the head of ecommerce, director of brand, and head of retention. Collaborated additionally with four other teams and met each morning to discuss work.
- Solely responsible for the 'Nursery Programme', of over 100 emails, design and build dynamic responsive email for *Conscious Decision*, *Lapsed*, *Canvassed* and *RAF* customers.

GRAPHIC DESIGNER

Dennis Publishing (Publisher)

Ongoing throughout 2014-2015. Fitzrovia, London

GRAPHIC DESIGNER

Crabtree & Evelyn (Beauty Retailer)

Mar 2015. Kensington, London

DIGITAL DESIGNER

The Telegraph (National Newspaper Group)

Ongoing throughout 2014-2015. Victoria, London

- Designed responsive emails and digital banners for the marketing and advertising departments.
- Responsible for a complex series of advert resizes for 'The Outdoor Adventure & Travel Show', 'The London Bike Show' and 'The Triathlon Show London' used in The Telegraph, Evening Standard and ES Magazine.
- Created print adverts across The Telegraph portfolio including Saturday and Stella magazine. Oversaw large volumes of template based adverts for their sub sections.

UX/UI DESIGNER

Tommypenton.com (Artist)

Jun-Aug 2014. Personal Studio, London

- Complete redesign of site includes a responsive layout, ecommerce options, social media touch points, a strong GUI and front-end presence. I proposed the use of the Big Cartel platform to manage the client's ecommerce which includes

off-site checkout with PayPal and all postage costs.

- Built with a 'mobile first' framework coupled with HTML5, CSS3 and jQuery. The site positions itself as a smart gallery with buy capability and checkout functionality for art, prints and books.
- The client wished to keep the look and feel of the former site whilst strengthening usability and design. I researched, analysed and evaluated trends in user habits which allowed the use of larger photography, SVG icons and the application of responsive design. We used a progressive enhancement strategy.

GRAPHIC DESIGNER

COBA (Commercial Broadcasters Association)

May 2014. Personal Studio, London

SENIOR INTEGRATED DESIGNER

Nature Publishing Group (Academic publisher)

Jan 2009-May 2014. King's Cross, London

- Art directed on photo shoots and oversaw design. Trained new staff and led a team of two responsible for design across 67 bespoke magazines. Brand guardian for Nature Communications.
- Conceived marketing design strategies to internal clients across the London, New York and Tokyo sites.
- Six month contract in the New York office supporting the marketing team with creative.

EDUCATION

ADVANCED INDESIGN COURSE

Highlander Training

Jul 2014. Islington, London

Week intensive course which covered advanced layout options, advanced nested styles, animation, automating Table of Contents, colour & Kuler, data merge, exporting interactive PDFs, SWF and ePub formats, GREP, snippets, interactivity, libraries, object styles, PDF forms including Acrobat Pro DC.

TYPOGRAPHY COURSE

Central Saint Martins

Apr 2010. Holborn, London

Course comprised of exploring basic elements of type, analysing context of a typeface, present quick fire ideas to the class daily, letterpress and understanding type as information and art.

FDA PPP-HND DEGREE IN PRINT

& PUBLISHING PRODUCTION

London College of Printing, University of the Arts

Sep 2002-Apr 2004. Elephant and Castle, London

Degree included advanced workshops in Photoshop, Illustrator & InDesign, project management, print production, multimedia, colour management, advanced DTP, typography, bookbinding, print finishing, print theory, print history, HTML & CSS.

EVENING COURSES IN HTML, CSS, ILLUSTRATOR, PHOTOSHOP & QUARK XPRESS

The City Literary Institute

Oct 2000-Jul 2001. Holborn, London

Evening courses covering the principles of design, page layout and how to illustrate digitally.



“ Claire is a very skilled and creative freelancer who is warm and friendly to work with. She has good social skills and ensures her concerns or questions about the project is always communicated to the production team. She is a pleasure to work with and we will always look forward to seeing her again at the studios. ”

Isabel Lowe, Studio Manager
Pebbles Studio, London

“ Claire – outstanding integrated designer, who can put her creative mind to anything print or digital. Claire has helped me out for the last year on various projects at The Telegraph, she has a key eye for detail and can get the job done to the highest of standards. That aside, Claire is a fun character to have around with a very professional attitude. I more than highly recommend Claire. ”

Wes Walters, Creative Director
The Telegraph, London

“ Claire was employed to work on a one-month project, which became six months. During this time she managed a large email campaign and weekly content emails.

I trusted Claire implicitly to manage the work, other designers and developers, whilst always hitting very tight deadlines. She worked with other teams within the company and multi-tasked other projects, whilst still keeping her focus and completing all tasks required.

Claire's technical knowledge is outstanding; she fixed our long standing issues and suggested other ideas to help improve our processes. Towards the end of her contract she created handover documentation that included wireframes and html email templates to help future designers.

Claire is an absolute pleasure to work with. She is friendly and has a very positive outlook. I would highly recommend Claire to any future employer for her undivided attention, enthusiasm and strong work ethic. ”

Roger Hetherington, Senior UX/UI Designer Manager
Abel & Cole, London

“ Working with Claire is a pleasure. Her eye for design is uncanny, and her temperament and personality make communication a breeze. Each project we've worked on has been a success, and the final product always exceeds my expectations in quality. ”

Billy Keenly, Marketing Manager
Nature Publishing Group, New York

“ It was a pleasure working with Claire on the Naturejobs campaign, she's creative and has a good eye for detail. The series of ads that Claire developed were an innovative way to demonstrate our key messages. ”

Bryony Lott, Senior Marketing Manager
Nature Publishing Group, London

“ Claire began working for the in-house design studio in a freelance capacity. She showed such a positive attitude and integrated so well into the team that five months later she was offered the role of Senior Designer. Since then, with my support, she has taken ownership of the 'academic journals' portfolio, creating templates, guidelines and offering support and training across the small team.

A key team member, Claire arranged inspirational bimonthly creative outings to exhibitions and museums. She embarked on a six month secondment with our New York office, where she provided design support to the US marketing team. Over this period Claire has been a pleasure to work with, reliable and extremely proficient across the Adobe Creative Suite. ”

Rob Dicks, Studio Manager
Nature Publishing Group, London

“ From the very first interview, I was drawn to Claire, both for her creative talent as exhibited in her portfolio and in her enthusiasm for the role. In the three years she worked at Kingfisher, Claire showed a zeal and dedication to the job that impressed everyone in the company. She was a true team player, always willing to go that extra step and working well under what were often extremely tight production deadlines. Her Photoshop skills, attention to detail and eye for design cannot be faulted.

I feel confident in recommending Claire for any future design role to which she may apply, without any reservations. Please email me at spliakas@hotmail.com if you require any further information. ”

Stephanie Pliakas, Manager Editor
Kingfisher Publishing, London

“ I have worked with Claire for the past five years and found her to be such a reliable designer with impeccable design skill. She is open to new ideas and feedback. Her brilliant design gave me confidence presenting marketing concepts to our various clients. ”

Yoko Shintani, Marketing Manager
Nature Publishing Group, Japan