



CURRICULUM VITAE

Anna Dillon

My qualifications and 11 years experience have given me invaluable experience as a manager and graphic designer. My time as a studio manager for the Financial Times and PricewaterhouseCoopers gave me a valuable insight into the mechanics and communication methods that exist in large corporations.

I have also worked with some of the top international design agencies, such as Deepend, Razorfish and Ideo. I have also worked internationally in Dubai. I am highly motivated, loyal and hard working and continually want to develop my knowledge and skills.

June -2005 - March - 2006: ADDX - Freelance Designer

Since returning from Dubai, I have set myself up as a freelance designer. My portfolio website is here – please note that parts of this web site are still under construction:

<http://www.addx.co.uk>

December -2004 - June - 2005: creative-sauce – Studio Manager

Creative-sauce is a brand strategy/design agency based in Dubai.

- I was hired because of my strong web design background and my previous experience as a studio manager.
- All print projects consisted of corporate literature, brand identity, press advertorials and exhibition stands.
- The new media side of the company required someone to conceptualise, project manage, design and partially build all the website projects, which is where my skills were focused and utilised. Here is a list of some of them:
 - <http://www.capuletsquare.co.uk>
 - <http://www.rylandgray.com>
 - <http://www.ropewalk-se1.co.uk>
 - <http://www.buid.ac.ae>

March -2004 - September - 2004: imagebuyout – Picture Editor

imagebuyout is a new Middle Eastern image library that sells images on a buyout basis rather than rent the images like traditional image libraries.

- As a picture editor for imagebuyout my roles and responsibilities were varied and challenging. As a new company in a competitive city my main responsibility was image management. I sought out talented and exceptional photographers in the Middle East, interviewed them and looked through their portfolios, and selected the most unique and interesting images for imagebuyout's online website.
- I managed the studio on a daily basis which included scheduling all the work flow, arranging production meetings, project management and general administration duties. I also worked as an Art Director on a variety of photo shots commissioned by imagebuyout.
- As a senior designer I was responsibly for the brand management of imagebuyout. This included designing all the brochures, websites, office signage, and stationary.
 - <http://www.legendsdubai.ae>
 - <http://www.imagebuyout.com>

October -2003 - February - 2004: BI International – Senior Graphic Designer

BI International is a successful Business Improvement company with a large and dynamic creative communications team. Some of BI's clients include Renault, Peugeot, Mercedes, Nissan, Abbey, Smart and Mini.

- My role at BI provided me with a wonderful opportunity to utilise all my design skills, which include, multimedia production, interactive cd-roms, video and flash animation, exhibition/event stage designs, brand identity and web design.
- The Creative Communications team is a new division of BI International so this position provided me with the potential to develop both my managerial and designer skills.
- **Brand Identify:** Logo designs for International Events, Conferences and Travel Incentive programmes. Internal branding for BI International, corporate brochure and office interior branding, plus a 20minute screen saver for the reception area.
- **Website design:** BI's website, Renault Fleet Mangers website, and Norwich Unions Christmas E-card.
- <http://www.biinternational.com/>

Employment: 01-03: Financial Times – Studio Manager and Product Manager for FT.com's Commercial Design Team.

My role as Studio Manager for a team of 8 designers gave me the experience I needed to become successful in creating pragmatic solutions for complex problems at all levels. I have extensive experience in research, concept and product development, communication and project marketing.

With excellent communication skills and an ability to build rapport with clients and work colleagues alike, I demonstrated my ability to lead, manage and boost team performance.

- Editorial Designer for the Financial Times during the Iraq war.
- Information Architect and designer for FT Fund Ratings. <http://funds.ft.com/funds/> (the above site is due to be taken offline March 2004)
- Lead Information Architect and project manager for FTPro - a powerful research tool for financial corporations.
- Designer and product manager for FT.com's subscription pages. <https://registration.ft.com/registration/sub/landing.jsp>

Employment: 00-02: Financial Times – Head of Design.

My role as Head of Design for the FT's award winning personal finance website gave me the opportunity to become creative lead on an 8-month project to redesign and refocus the business.

- Working with the Design Agency IDEO to identify the needs of our target users.
- Analysing and improving the information architecture and navigation using schematics and workflow diagrams.
- Keeping design in-line with new branding changes on the parent site, FT.com.
- Increasing the traffic flow to the e-commerce areas of our site while respecting the needs of our news orientated web site.
- Increasing advertising opportunities to improve revenue for the business.

Other relevant experience:

- Training editorial graphics staff in online design.
- Designing a user interface for an Interactive TV service with Telewest, working with DeepEnd as consultants.
- Interface design and information architecture on syndicated sites: Sky, Yahoo, Netscape, Merrill Lynch, Sky and Marks & Spencer's.
- Product Manager for various internal projects.

Employment: 99–00: PriceWaterhouseCoopers – Studio Manager

Studio Manager and Senior Interactive designer for the Learning and Education department.

- £2 million project to create a series of accountancy and audit training CD-ROMs, using futurist games in a 3D environment to make learning enjoyable. These CD-ROMs were awarded a BEMA for outstanding multimedia design in 1999.
- E-learning extranets and Intranets for PwC.

Employment: 98-96 Rob Harris Productions - Production Manager and Lead Designer

Production Manager and Lead Designer for a small Audio Visual Production company

- Provided multimedia solutions for Braun, Compaq, IBM and Sun Microsystems.
- Responsibilities included storyboarding, design and production, liaising with clients, preparing briefs and meetings, keeping deadlines within budget.

Freelance websites

- <http://www.luxuryandalucia.com>
- <http://www.robharrisproductions.com>
- <http://www.heavy-entertainment.com/>
- <http://www.serenitas-weddingsabroad.com/>
- <http://www.vnunet.com/>
- <http://www.techmarketing.co.uk>
- <http://www.projectprofile.com/>

Skills:

Studio Manager

- Over 6 years experience in people management.
- Precise and organized approach to projects, budgets and timelines.
- Presented design concepts and final designs at board level and to large corporations.
- Managed print and online Media Kits. Created presentations and marketing collateral.
- Research and coordination of sponsorship opportunities for websites and site promotions events.
- Performed objectives management toward global expansion and diversification of service offerings.
- Coordinated merging of teams following company restructures.
- Organised motivational away days and training sessions for creative team.
- Conducted appraisals and interviews.
- Streamlined processes to manage all projects on time and consistently under budget.

Print Designer

- Corporate Identity – logo design and branding manuals.
- Brochure Design.
- Mail outs – Creating original concepts to guarantee a captive audience.

Information Architect

- Designing high level site structure and navigation systems
- Usability testing
- Creating user scenarios, schematics, wireframes and site maps
- Active communication with project team and managers
- Proactive updating of project documentation.
- Liaison with editors/content providers within the client organisation to collate information and map content to relevant areas of the site.
- Good client facing skills.

New Media Designer

- Professionally trained in HTML and Dreamweaver and Flash
- 7 years web experience with full understanding of web design and other on-line media
- Flash animation

Multimedia designer

- 5 years experience producing CD-ROMs for IT companies.
- Designing user interfaces and conceptual story boards
- Editing and digitising skills for sound and video on Media 100.
- After Affects title sequences
- Director programming

Conference presentation designer

- PowerPoint slide and speaker support presentations for conferences and exhibitions

Artist and illustrator

- 4 solo exhibitions of landscapes and abstracts in mixed media.

Software:	Adobe: PhotoShop, Illustrator, After Affects Macromedia: Flash MX, Freehand, Dreamweaver MX, Director MX Microsoft: PowerPoint, Word, and Excel Misc.: Quarkxpress, Media 100, Visio.
Education:	Falmouth School of Art, BTEC HND Illustration and graphic design Banbury School of Art, BTEC Art Foundation Didcot Girls' School, 5 GCSE's, 2 A' levels
Interests:	Snowboarding, sailing, sky diving, scuba diving, white water rafting, painting, illustration, ancient civilisations, symbolism, travel, Formula 1, photography and gardening.

