



TOM BRITTON

FREELANCE INTEGRATED DESIGNER

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CREATIVE EXPERTISE

A multi-disciplined Freelance Integrated Designer with experience across print, digital and video. Deadline driven with strong technical knowledge in Adobe CC, excellent collaborative and interpersonal skills.

SKILLS

After Effects	●●●●●	HTML/CSS	●●●●●	Branding	●●●●●	Discipline	●●●●●
Animate	●●●●●	Illustrator	●●●●●	Collaboration	●●●●●	Organisation	●●●●●
Blender	●●●●●	InDesign	●●●●●	Communication	●●●●●	Proficiency	●●●●●
CMS	●●●●●	Photoshop	●●●●●	Creativity	●●●●●	Versatility	●●●●●

EXPERIENCE

FREELANCE INTEGRATED DESIGNER • SEPTEMBER 2020 - PRESENT

BRAND EXPERIENCE

The Walt Disney Company, Molson Coors, Coca-Cola, Tia Maria, Loch Lomond Whiskies, Whyte & Mackay, Whiskas, Aussie Hair, Hewlett Packard, Fujitsu, Docusign, City of London, Prostate Cancer UK, Haleon.

SENIOR MARKETING DESIGNER

GAMESYS GROUP, LONDON

SEPTEMBER 2019 - SEPTEMBER 2020

In a cutting-edge marketing team I created visuals for onsite interactive promos, direct mail designs, responsive landing pages and email banners across 4 main brands: Monopoly, Virgin, Rainbow Riches and Heart. All work managed in Jira, regular daily team stand-ups and meetings with wider teams.

MAIN RESPONSIBILITIES

- Working with multiple brand guidelines
- Creating pixel-perfect designs
- Daily contact with various stakeholders across the business

ACHIEVEMENTS

- Gained good knowledge of 3D design with Blender software
- Introduced an automated data merge process for creating Direct mails with the use of InDesign grep expressions

SENIOR DESIGNER

THE HEALTH LOTTERY, LONDON

MAY 2013 - AUGUST 2019

Successfully managed and co-ordinate all Health Lottery ATL print and digital projects from initial ideas through completion, on brand and on time.

Being a dependable and proactive team member, I maintained and aimed to improve the visual aesthetics of the brand under instructions from the stakeholders vision for the brand.

Output: 60% digital, 40% print – from favicons all the way up to a 96 sheet.

RESPONSIBILITIES

- Look/feel of the brand's presence on/offline with compelling call to actions
- Designed print ads for various daily papers with a combined circulation of 2m. Plus grew the 1.3m online subscribers with engaging video/motion graphics
- Managed and mentor junior designer
- Ownership of all design work for holding company, including private work for the Chairman at times

ACHIEVEMENTS

- Optimised web graphics to speed up page loading times, using svg and HTML5 animated banners
- Took ownership of UI project for the new website including wireframing the user journey, resulting in an external resource saving of £5,000+
- Positive early feedback from the UI designs shows an increase in sessions per user, page views and registrations
- Delivered interactive artwork for an exclusive event with 400+ guests inc. Simon Cowell. Set up artwork onsite and voluntarily worked the event
- Challenged proposed deadlines, helping to streamline the heavy studio output
- Identified the need to strengthen the usability, simplicity and accessibility of our website and regularly suggest new ideas such as 'refer a friend'
- Helped boost ticket sales by 11% during an eye catching retail/digital promo with Merlin Entertainments following a stringent sign off process from Merlin

GRAPHIC DESIGNER

NORTHERN & SHELL MEDIA GROUP,
LONDON

APRIL 2010 - MAY 2013

With the company boasting a large portfolio of both newspapers and magazines, I was designing across both advertising platforms using their various house styles, adding my creative flair in order to win pitches for new business, both long and short term deals.

I quickly became a key player within the Creative Studio and worked seamlessly with the BDU Team.

RESPONSIBILITIES

- Received direct briefs to design and deliver national newspaper advertorials, cover wraps and burst throughs with very quick turnarounds

- Participated in regular brainstorming sessions and collaborated with designers and Head of Creative, across a number of projects
- Regularly undertake competitor audits and take time out to study new skills.
- Designed visually appealing HPTOs, page skins and web banners
- Ad hoc landing pages/social posts to support marketing content campaigns
- Supported more junior members within the team
- Mocked up physical designs to obtain customer buy-in
- POS for OK! magazine including a pillow box subscription pack, posters and polybag covers for sale in WH Smith stores

ACHIEVEMENTS

- Regularly provided creative solutions to challenging briefs designing across multiple publications including Daily Express, Daily Star and OK! magazine
- Received recognition from the Managing Director and the OK! sales team for my creative Christmas advert which was published in Campaign magazine
- Chosen on merit to brand and produce a vector based packaging mock up for an e-cigarette along with print and OOH advertising visuals
- Produced very successful creative resulting in repeat business from the following brands; Fox's, Warner TV, Big Brother, P&O Cruises, Princess Cruises, P&G and Debenhams

VIEW RECENT WORK

PREVIOUS EXPERIENCE

GRAPHIC DESIGNER

DOUBLELIX CREATIVE AGENCY, LONDON

AUGUST 2006 – MARCH 2010

FREELANCE DESIGNER

MANDURAH GRAPHICS, AUSTRALIA

OCTOBER 2005 – NOVEMBER 2005

GRAPHIC DESIGNER

CREATIVE WORKHOUSE, ESSEX

JUNE 2004 – JULY 2005

GRAPHIC DESIGNER

PUBLISHING NEWS, LONDON

JULY 2002 – MAY 2004

ARTWORKER

PRIORI MEDIA, LONDON

FEBRUARY 2000 – JUNE 2002

EDUCATION

BTEC ND Graphic Design A-level Art & Design

THURROCK COLLEGE

GRAYS • ESSEX • RM17 6TF

BTEC ND LEVEL 1 Photography

SOUTH ESSEX COLLEGE BASILDON

ESSEX • SS16 5NN

GCSE Grades A - C

Art & Design, Graphics, Maths,
English Literature, English Language

THE GRAYS SCHOOL

GRAYS • ESSEX • RM17 5LL