



Contact



Portfolio
kirtiram.co.uk



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Personal statement

I am an experienced Senior Digital Designer and Front End Developer with over 7 years experience working in a highly pressurised, incredibly fast paced media environment, with tight deadlines on multi platform commercial digital campaigns of all branded content across the Bauer portfolio including Grazia, Heat, Closer, The Debrief, Empire, Yours, Kerrang!, Mojo, Absolute Radio, Kiss, Magic and BCN. My next area I really want to delve into 'User Centered Design' as I think that's where the industry is moving towards and broaden my skills in this area.

Skills Profile



Design & Software



Photoshop



Illustrator



InDesign



Flash



After Effects



Premiere



Coding



HTML



CSS



Sass/Scss



PHP



Js



Dreamweaver



Brackets



Misc



Bitbucket



SourceTree



CodeKit

Education

BSc (Hons) Multimedia Tech & Design (First Class)
Brunel University
2002 - 2006

AVCE Advanced IT (AA)
West Thames College
2000 - 2002

GNVQ IT (Distinction)
West Thames College
1999- 2000

GCSE English & Maths (C)
West Thames College
1999- 2002

Key Projects

McDonalds and Kiss Does Summer (Agency)
May 2016 – Aug 2016 | Budget: 988K
<http://kirtiram.co.uk/project.html?project=kissdoessummer2016>

Post Office (Agency: Mindshare)
Dec 2015 – Dec 2016 | Budget: £1.3m
<http://kirtiram.co.uk/project.html?project=postoffice>

Boots (Agency: OMD)
Sep 2015 – Mar 2016 | Budget: £600K
<http://kirtiram.co.uk/project.html?project=beautyhunter>

Kissmas (Agency: Msix)
Nov 2015 – Jan 2016 | Budget: £90K
<http://kirtiram.co.uk/project.html?project=kissmas>

Experience

Senior digital designer/ Front end developer

Jan 2013 - Present | Bauer Media

I am the most senior person in the digital design team responsible for the design & front end build from small to large multiplatform digital campaigns, ensuring the user journey works for our brands and clients and rigourously testing across browsers and devices, with the ability to solve complex problems as when they arise.

I am integral in the ideation process and research and attend brainstorm to bring new creative ideas and follow recent web trends to grow the business. I work with senior figures, stakeholders and other team members to produce innovative campaigns for brands and clients.

I have been instrumental in introducing responsive design and rich media advertising to better design work allowing for more creative solutions for the commercial partners and designing brand assets template to use in future campaigns.

I also line manage a junior designer and mentor her with the design work and her career development. I have the ability to prioritise and manage multiple cross-platform projects.

Previous roles

Freelance Digital Designer/Front end Developer

Nov 2010 - May 2011 | Various

Freelanced at many reputable companies such as Nickelodeon, Rank Interactive, Publicis Modem, Greenroom @ momentum, Christian Aid.

Worked across a variety of design/development projects from building sites to creating branding assets.

Middleweight Digital Designer/Front end developer

Mar 2007 - Nov 2010 | aka Promotions

Worked on web projects for clients in the live entertainment industry such as Legally Blonde The Musical, Dirty Dancing, Doctor Who Live, Shrek The Musical, RSC, Old Vic and Billy Elliot.

Responsible for web development, banners, widgets, emails, outdoor advertising and producing other digital content. Worked across several successful pitches such as Shrek The Musical and Doctor Who.

Managed several projects at once and worked with tight deadlines. Heavily involved in introducing and reviewing the internal processes.



Awards

Best Digital Campaign
legallyblondethemusical.co.uk
Also featured in the
'The Stage' newspaper.
2009

Exhibitor of Made in Brunel
show and New Designers
Show.
2006

Nomination for Best Digital
Campaign.
tunnel228.com
2009

Best Student of the Year
Award
2002

Strengths

Passion for design

Teammplayer

Motivated

Hard working

Self learner

Responsive design

Designer & Coder

User Experience

UI Design



Things I Enjoy



Summer



Bollywood



Dancing



Design trends



Fashion



Travelling



Cooking



Coffee



Languages

English



Hindi



Punjabi



Full UK driving licence.

References available on request