

# Freddy Taylor

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## About Me

I am a London-based digital designer with experience working for a variety of design agencies, large and small e-commerce, and in-house studios.

I'm proficient with Adobe's Creative Cloud and the other applications such as Sketch and Hype, and have strong front-end skills coding HTML / CSS and have tied up a few bootstraps and worked with wordpress. I also have some years producing 2D animation for advertising, websites and presentations.

When I'm not working I'm usually found riding my bike, drawing, feeding the tiger or playing Street Fighter/Mario Kart.



## Software, Skills & Experience

Adobe CC / photoshop / illustrator / indesign / animate / sketch / HTML / CSS / bootstrap / wordpress / email / online advertising / social media / app / ESP / CMS

## Work Experience /

[www.freddytaylor.com/portfolio](http://www.freddytaylor.com/portfolio)

### Mention Me

October 2019 to March 2020 Senior Digital Designer

Design & development of client widgets, landing pages, marketing materials, support & mentor junior team members.

### Financial Times

October 2019 Freelance Digital Designer

Email design & development (HTML, CSS & ESP) maternity cover.

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### Cath Kidston

August 2019 Freelance Digital Designer

Email design & development (HTML, CSS & ESP) for Disney's Winnie the Pooh cross promotion.

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## **Ocado Retail**

February 2018 to June 2019 Senior Digital Designer / Developer  
Design & development of landing pages, emails & online marketing /  
Support & mentor junior team members.

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## **Air Charter Services**

January 2018 Freelance Digital Designer  
Design & development of storymap (HTML/CSS/jQuery) for marketing promotion.

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## **Karen Millen**

November 2017 to January 2018 Freelance Digital Designer  
Email design & development (HTML, CSS & ESP) maternity cover.

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## **Jog Design**

October 2017 Freelance Digital Designer  
Banner production for Ricoh (HTML Canvas/HTML5) advertising campaign.

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## **Tonic Agency**

June to October 2017 Freelance Digital Designer  
WordPress design and development, TUI careers portal, EON CMS upgrade,  
front end development for Barclays 'unleash the next reality' promotion.

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## **bwin**

October 2016 to March 2017 Web Designer  
Design & development of landing pages and microsites, emails,  
online marketing and social media.

## **Pokerstars & Betstars**

July 2014 to August 2016 Freelance Digital Designer  
Banner design for Pokerstars.com and the poker client, social media and advertising,  
HTML and Flash advertising, promotional graphics, two rebrands for Betstars.

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[www.freddytaylor.com/portfolio/?album=70](http://www.freddytaylor.com/portfolio/?album=70)

## **Burton Menswear**

June to July 2014 Freelance Digital Designer  
Artworking, page layout and preparing images for web and device in Photoshop.

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## **Chris The Gardener**

June 2014 Freelance Digital Designer

Logo design / branding.

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## **Relayware**

May to June 2014 Freelance Digital Designer

Logo redesign & UI design.

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## **Freelance**

20011 – 2104 Web Designer

I worked as a freelance designer, developing websites for smaller businesses.

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## **Oddschecker**

September 2009 – March 2014 Senior Designer

3 total site re-designs / rebrands, two IOS applications and subsequent redesigns. User experience testing, wireframes for new widgets / apps. Day to day sourcing imagery, front-end development, newsletter / email design, print advertising, banner advertising, micro-sites.

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## **Rank Interactive**

2007 – 2009 Web Designer

Design, development and maintenance of Mecca Bingo, Blue Square, Bingo Universal, G casino and various departments. Design of monthly promotions, banner advertising, email campaigns, microsites. User experience / journeys, personas, and recording users to develop heat maps.

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## **Abel & Cole**

2006 – 2007 Freelance Web Designer

Redesign of the Abel & Cole website.

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## **Sony**

2006 – 2007 Freelance Web Designer

Maintenance and development of the Sony style flash website. Development of microsites for the James Bond movie, 'Casino Royale'. Flash banner advertising for the Sony PSP game, 'Mercury Meltdown'.

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## **Freelance**

2006 – 2007 Freelance Web Designer

I designed websites and online marketing (banners, emails) for a variety of clients and agencies including Brummells of London, Superdrug, Smarter Comms, Toyota, Uffindell West and British Telecom and Flash banners for the Pizza Hut 'lunchtime revolution' and 'top-this' TV.

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[www.freddytaylor.com/portfolio/?album=137](http://www.freddytaylor.com/portfolio/?album=137)  
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[www.freddytaylor.com/portfolio/?album=95](http://www.freddytaylor.com/portfolio/?album=95)

## **Conrad Advertising**

2004 – 2006 Junior Web Designer

Website and online advertising, email templates and micro-sites. The work was exclusively for the travel industry and I worked for companies such as Last Minute, Go Travel, Insure and Go and Gateway Holidays.

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## **Freelance**

2002 – 2004 Web Designer

I worked as a freelance designer, developing websites for smaller businesses.

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## **Digilogic / Online Logic / e-Garden / Mirror Garden**

2001 – 2002 Junior Web Designer

A London-based e-commerce company, I worked on the development and implementation of client sites. Employed principally as a designer, I also worked on CD-ROM presentations, hosting solutions and print work. I was also involved in the maintenance of large content management systems.

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[www.freddytaylor.com/portfolio/?album=131](http://www.freddytaylor.com/portfolio/?album=131)  
[www.freddytaylor.com/portfolio/?album=99](http://www.freddytaylor.com/portfolio/?album=99)

## **Saffron Digital Production**

1999 – 2000 Intern

In my final year at 6th form, I completed an internship at Saffron Digital Production's studio, where I shadowed the designers. Although the work was mainly in print, I had the opportunity to work on a website for one of their clients. I was also able to follow the various stages of a high profile advertising campaign that was being created for L'Oreal.