



## Employment History cont'd:

**Nov 2019 - Oct 2020** - SME Broker Services, 5 Navigation Rd, Diglis, Worcester, WR5 3DF.  
Ref: Alex Nicholls, Tel: 01905 935017, Email: alexn@smebrokerservices.co.uk

Graphic Designer/E-Learning for SME Broker Services, a broker for business essential services and B2B Energy data. Production of video content and eLearning (Covid-19, Employee Orientation, Health & Safety, Manual Handling) & responsible for visual concepts, design of adverts, brochures, magazines and corporate reports. Responsible for the company website, SEO, integrated print, email and online campaigns to drive sales as well as building company presence on social media, particularly LinkedIn, contributing to increased sales of over £30k. & liaising with commercial printers.

Main software used: PC / Windows, InDesign, Photoshop, XD, Dreamweaver, Illustrator, Premiere, After Effects, Captivate, Storyline, SCORM, Moodle, Powerpoint, Wordpress.

**Sept 2006 - Oct 2019** - Open GI, Buckholt Drive, Warndon, Worcester, WR4 9SR  
Ref: Karen Donoghue, Tel: 01905 754455, Email: karen.donoghue@opengi.co.uk

E-Learning/Graphic Designer at Open GI, a £35m turnover, market-leading IT supplier to the Insurance Industry. Responsible for the main brand, developing the company's online presence [www.opengi.co.uk](http://www.opengi.co.uk) in Wordpress, along with social media and hootsuite, which led to a 40% increase in lead generation & traffic to the website. I have led on integrated print, email and online campaigns to drive sales as well as building the company Intranet which saved time and resources, increasing productivity across the company (I won Team Player of the year award for this achievement). I designed blended e-learning content across video, online (GDPR, PII Compliance, Data Protection, Fire Safety), offline (HR policies, User Guides) & maintained the LMS. Designing the Open GI company logo and brand, along with advertising, pop up stands, implementing GDPR, Powerpoint/Premiere animations to creating the company magazine, brochures, flyers, trifolds, sales proposals and user guides. I was also responsible for client consultation and liaising with commercial printers.

Main software used: PC / Windows, InDesign, Photoshop, Captivate, Storyline, Moodle, Camtasia, XD, Dreamweaver, Illustrator, Premiere, After Effects, Powerpoint, Wordpress & Joomla.

**Jan 2000 - Sep 2006** - IBM Knowledge Factory, IBM UK Ltd, Mailpoint 15, PO Box 31, Birmingham Rd, Warwick, CV34 5JL  
Ref: Steve Woods, Manager, Tel: 01252 558245, Email: steve.woods@uk.ibm.com

E-Learning Designer developing and delivering web based IBM Learning Services training courses for clients such as Barclays Bank, United Nations, Philips, Shell, Standard Charter Bank and NTL. Internal IBM courses and marketing material, also responsible for archiving.

Main software used: PC / Windows, Photoshop, Freehand, Flash, Fireworks, Dreamweaver, Captivate.

**Oct 1999 - Jan 2000** - Ragdoll Ltd, Timothys Bridge Rd, Stratford on Avon, Warwickshire, CV37 9NQ

Graphic Designer, covering maternity leave to produce a new cover for Rag magazine, packaging and other in-house work.

Main software used: Mac, Photoshop, QuarkXpress, Illustrator.

**Sept 1998 - Oct 1999** - The Spark magazine, 86-88 Colston St, Bristol, BS1 5BB

Graphic Designer, responsible for page layout and design of magazine, typesetting and artworking.

Main software used: Mac, Photoshop, QuarkXpress, Illustrator.

**May 1998 - Aug 1998** - Sunday Express, The Northern & Shell Building, Number 10 Lower Thames Street, London, EC3R 6EN

Graphic Designer - Freelancing, typesetting / page layout and artworking for very busy Broadsheet.

Main software used: Mac, Photoshop, QuarkXpress, Illustrator.