



Darren Barrett

Introduction

With over ten years experience as a digital designer and a love for everything about it I can contribute a wealth of knowledge to any challenge set. I like to think of myself as a creative problem solver that can bring a design solution to life. I take every opportunity to further my knowledge creatively and technically as well as to expand my skill set. I am a proactive individual who can operate effectively in a team or on my own initiative. My ambition pushes me to achieve my aims and my meticulous nature ensures that I never stop striving for perfection.

Experience

Un.titled - Lead Digital Designer

February 2018 - Present

- » Overseeing projects ran by other designers within the team
- » Collaborating closely with UX team on all projects from start to finish
- » Production of high quality digital designs, to the brief, within budget and backed with clear rationale
- » Prototypes produced using InVision Studio to convey ideas clearly and effectively
- » Clearly defined and improved project processes from start to end
- » Provide clear guidance on the use of agency marketing collateral

Propeller Digital - Digital Designer

January 2014 - January 2018

- » Wireframe to design for a variety of industries, mainly eCommerce
- » Improve existing designs based on analytics, user interactions and best practice guides

Dunelm - Web/Projects Designer

April 2010 - December 2013

- » Wireframing
- » Design and built page templates for design team to maintain
- » Ensured a high standard was maintained
- » Provided creative direction and technical support for the design team
- » Designed & developed responsive mailers
- » Improved site usability based on current trends, best practises, competitor activity and analytical data
- » Built web content using HTML & CSS ensuring the work is web compliant, SEO friendly and on brand
- » Liaised with site category managers
- » Worked along side UX designers, back end developers, front end developers, business analysts and test analysts in an agile environment



Freelance

November 2009 - Present

- » Branding and stationary
- » Advising clients from a design and usability perspective
- » Provided high quality site designs for all new and existing clients

Baseline - Junior Web/Graphic Designer

June 2008 - November 2009

- » Worked for a variety of clients, both offline and online, from start up businesses to larger well-known organisations
- » Enhanced my understanding on programs such as Photoshop, Illustrator and Indesign
- » Met with clients on a one to one basis to develop a greater understanding of their individual needs
- » Re-designed and maintained the companies brand identity

Education

2:1 BA Honours in Graphic Design
Derby University. 2004-2008

4 AS & 2 A Levels C-D including ICT, Product Design, Media Studies & Psychology
Guthlaxton College. 2002-2004

7 GCSEs at A-C including English, Graphic Design, Science and ICT
Guthlaxton College. 2000-2002

Training

Web design with advanced XHTML & CSS
Creative writing for the web
Econsultancy UX Design course

Software capabilities

Proficient in software packages such as:
Invision & Studio
Adobe XD & Sketch
Photoshop
Illustrator
Indesign

Creative recognition

.net Magazine January 19 edition
Web Designer Magazine January 17 edition
CSS Design Awards Special Kudos 15
Commended work for the Young Creative Network London Book 08/09
Northern Design Finalist 08

References

Available on request