

## Curriculum Vitae

**Sue Allen**  
22nd August 1974

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## Profile

A passionate creative with nearly fifteen years experience in the design industry. Approaches every brief with the end product and audience in mind tailoring each solution to create clean, clear and well thought out results.

Enjoys the creative process from conceptualization right through to build, utilising broad project management skills and a very keen eye for detail to ensure the quality and consistency of every project is retained.

Has a very broad range of skills helping to reach goals and deadlines efficiently. Has worked well as part of a team for many years in a range of digital agencies. Has been working autonomously for the last three years directing a small team on a range of private projects as part of a collective.

## Core applications

Adobe Photoshop CS4, Macromedia Fireworks CS4, Adobe Illustrator CS4, Microsoft Office, Excel, Windows 7 (preferred OS)

### Key skills include:

- Conceptualisation
- Site architecture and wire frame design
- Website design
- Art Direction
- Project management
- Client liaison and communication

## Work experience

### Sue Allen Industries

#### Work for own company across multiple roles (Jun 09 - Present)

Set up a company two years ago working with private clients on projects from inception to build alongside a colleague who implements all the development and back-end work.

### Projects included:

- Graham Smith UK New corporate website for a network connectivity solutions provider
- Target Accountants New corporate website for a large London accounting firm

## **GIA and FIND Maps**

### **Full time Senior Designer and Art Director (Jun 07 - Jun 09)**

Employed as the sole in-house web presence responsible for the project management, design, art direction, information architecture and build management of all digital projects related to the business.

#### **Projects included:**

- GIA New corporate website
- FIND Maps Online GIS mapping tool for architects and developers
- MSA Corporate website for a chartered surveyors
- Glenfern Holiday cottage promo website and branding

## **Various digital agencies**

### **Freelance Senior Designer and Art Director (Mar 04 - May 07)**

Worked for a wide range of digital agencies on a selection of high profile projects and pitches. Worked well as part of a wider team helping to deliver strong creative ideas and solutions.

#### **Projects included:**

- Sony 'Release Your Music' micro-site (Flash)
- Silver Cross Design concept for new e-commerce website
- Yoo Luxury lakeside property development website (Flash)
- Adobe CS3 Marketing website pitch for Spring CS3 launch
- Chanel 4 Micro-site promoting the 'UK Music Hall of Fame' TV show
- Guinness Pitch designs for new global website
- Jasmine studios Photographic studios website design and IA (Flash)

#### **Agencies:**

AKQA	FIND	Tonic
Bite	GIA	Tribal DDB
Bob Bentley Design	Large Design	Victoria Real
Corporate Edge	Pod 1	Wheel
DLKW	Poke London	Wunderman
EHS Brann	The Tin	

## **Oyster Partners**

### **Full time Senior Designer (Jun 00 - Nov 03)**

Played a key creative role in the team working across a variety of clients and sectors. The role involved concept development, design, information architecture and client liaison.

#### **Projects included:**

- Go-fly Airline website redesign
- BT Wholesale and corporate websites
- Britannia Bank website redesign
- Rothschild Conference branding and touch screen designs
- FPDSavills Luxury property website

## Work experience continued...

### **Various magazine houses**

**Freelance print designer and illustrator (Jun 99 – Jul 00)**

### **Definition Design**

**Middleweight print designer (Jan 98 – Jun 99)**

### **Verkerke – a subsidiary of Hallmark Cards**

**Designer and Art Director (Oct 96 – Jan 98)**

## Education

### **University of Humberside**

**Graphic Design and Illustration (BA Hons, 2.1)**

### **Dunstable College**

**Graphic Design (HND, Distinction)**

### **Barnfield College**

**Graphic Design (BTEC, Distinction)**

### **Houghton Regis Upper School**

**Six GCSE's (grade C and above)**

## References

Available on request.