



Joao Ferreira

Senior Digital Designer

m. (+44) 07841 449 211 **e.** hello@jppferreira.com **p.** www.jppferreira.com

I am very self-motivated as an individual and consider time management as one of my key strengths. I maintain a high standard of work even on tight deadlines. I'm constantly looking for ways to better my workflow by using rapid prototyping tools such as Sketch, InVision & Balsamiq which I have put into practice over my previous roles. I consider myself a Hybrid Digital Designer with web development knowledge, with not just a keen eye for detail but also design thinking from a functionally, development and consumer point of view.

Over the past several months, I have had the privilege to work for **BlackRock**, having the opportunity to be involved in fast paced projects with the American Digital & UX Teams. This included several 24 hour sprints from low fidelity wireframing to high fidelity visuals.

Prior to the role I have worked for **OgilvyOne** working on email campaigns, GIF animations, Wordpress landing pages, Facebook video posts, poster designs, HTML5 banners, direct mail & UI.

Within the retail sector re-designing and developing the **John Lewis** marketing emails ensuring that campaigns & landing pages were designed & coded with the best user journeys and interactivity in mind whilst ensuring that email best practice was being met by the junior designers in both coding and use of the developed templates.

Working at **dotMailer** as a Digital Campaign Designer gave me the opportunity to liaise with a wide range of global and national clients from ITV and BP to Kodak, where my main role involved design and coding of bespoke responsive emails and ensuring that HTML was compatible with dotMailers EasyEditor platform.

Software Skills

- Sketch
- inVision
- Marvel Prototyping
- Balsamiq Mockups
- Proficient in Mac & PC
- Photoshop
- Illustrator
- InDesign
- Highcharts
- Adobe XD
- Sublime
- Brackets
- Dreamweaver
- HTML5 & CSS3 Coding
- Bootstrap
- Google Web Designer
- Adobe Animate CC
- Muse
- Sketchbook Pro
- Cinema 4D
- Sketch Up

Technical Skills

- Print & Publication
- Web design
- POS
- Packaging
- Typography
- Colour theory
- Freehand Illustration
- Time management
- Project management
- Photography
- dotMailer Email Platform
- Mailchimp
- Wacom Stylus
- Grid systems

Work Experience

BLACKROCK, SENIOR DIGITAL DESIGNER (ASSOCIATE)

JULY 2017 - CURRENT

- Improved UX of email campaigns for flagship events.
- Worked closely with UX team In America to produce the email design system to fit in with the current brand from a low to High Fidelity visuals whilst working in small teams and using rapid prototyping processes & Software.
- Responsible for the build & QA of responsive email campaigns and landing pages.
- Developed a set of interactive data visualization template library using Highcharts to enhance the turnaround of our monthly data visualization charts.
- Created a series of animated data visualizations pieces whilst enhancing engagement with the client.
- Translated several pieces of work from PDFs into mobile responsive micro-sites.
- Up-skilled colleagues to edit Highcharts templates which i originally developed.
- Introduced & trained team members on how to use prototyping tools such as sketch and inVision for a more agile approach to there workflow.
- Creating Animations and HTML5 Interactive Banners.

WUNDERMAN, SENIOR DIGITAL DESIGNER

MAY 2017 - JUNE 2017

- Worked on Shell email marketing collateral
- Created data visualization pieces for the new EY website
- Collaborative worked on the Sensodyne 'Rapid Relief' marketing assets including digital banners, underground digital screens and web page takeovers.

OGILVY & MATHER, SENIOR DIGITAL DESIGNER

AUGUST 2016 - MAY 2017

- Responsible for the design of responsive landing pages for BT Sport, BT Business, & BT Mobile.
- Designing best practice responsive email campaigns.
- Animating complex Gif animations.
- Animating Facebook video posts.
- Poster designs
- Design & code of HTML5 banners.

JOHN LEWIS, ONLINE DIGITAL MARKETING DESIGNER & EMAIL DESIGNER

JULY 2014 - AUGUST 2016

- Responsible for new email campaign refresh 2016.
- Built a module master compiler.
- Created fully mobile optimized email template library reducing build time and increasing efficiency.
- Integrated and developed best practices such as live fonts and agile layouts.
- Trained junior designers & contractors to assist with BAU Projects.
- QA of emails and debugging of code.
- Ensuring that critical / BAU deadlines are Met.
- Design & build of bespoke / dynamic campaigns.
- Responsible for project management of design and build of campaigns.
- Design and build competition landing pages.
- Ensuring that critical peak period campaigns.

DOTMAILER, DIGITAL CAMPAIGN DESIGNER

APRIL 2012 - JULY 2014

- Best Practice email design.
- Tagging up and Coding of designs for EasyEditor.
- Attention to detail ensuring brand values.
- Working with the DotMailer & DotSurvey Platform.
- Design and email trends.
- Slicing and tagging up for the Easy Editor.
- Online banner adverts.
- Quality design process.
- Email design for desktop and Mobile platforms.
- Hand coding of HTML email campaign & toolkits.
- Coding responsive email campaigns.
- Design & code micro-sites & unsubscribe Pages.
- Liaising with clients from the design to the Production stage developing good client Relationships.
- Ensuring email design best practice.
- Training colleagues with new skills.
- Competitors Product Analysis.
- Template designs for B2B and B2C sectors for large national and global companies.

DIRECT TRAVELLER LTD & PURE TURKEY

MARCH 2011 - FEBRUARY 2012

- Email marketing
- Designing advertisements for Sunday Times.
& Preparing for printing stages.
- iPhone Travel App interface design.
- Designing & updating affiliate banners.
- Brochure design / editorial design.
- Art working
- Administration
- Updating hotel prices & website content.
- Analyzing competitors strategies.
- Arranged, meetings & liaising with clients.
- Pitching clients with creative ideas and concepts.

XKUDOS LTD EPSOM, SURREY

JUL 2010 - NOV 2010

- Co-ordinated with Web Developer.
- Website template designs.
- Leaflets and stationery design.
- Arranged, meetings & liaising with clients.
- Pitching clients with creative ideas and concepts.

SEGA AMUSEMENTS, CHESSINGTON, SURREY

JUN - OCT 2010

- Design & Layout of e-newsletters.
- Promoting entertainment products.
- Working along In-house Graphic designer.

QUALIFICATIONS

UCA EPSOM 2007 - 2010

Achieved Second Class Degree in Graphic Design (BA)

UCA EPSOM 2006 - 2007

Art and Design Foundation degree with a Final result of a Merit

BLLENHEIM HIGH SCHOOL, EPSOM 2004 - 2006

3 x Fine Art, Spanish, Product Design, Photography

REFERENCES

Available on Request