

JIMMY LARTER

SENIOR DIGITAL DESIGNER

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Website/Portfolio: www.jimmylarter.com

Nationality: British/Australian

Date of Birth: 09/05/1989

PERSONAL STATEMENT

Originally from London and now a proud Australian citizen, with over 15 years experience in both the digital and print arenas across sectors from retail to pharmaceuticals. With a passion for transforming ideas into engaging visuals across web, social, eDMs, HTML5 banners, animations, apps, magazine spreads, billboards and everything in between. Working with leading agencies and brands such as Disney, Myer, L'Oréal, CHE Proximity and Clemenger BBDO, I've delivered high-quality campaigns and content that enhances the user experience and drives results. Along with this comes extensive knowledge and skill set in Adobe Suite, Figma, Webflow and UI/UX.

In addition to my freelance work, I have a background at the award-winning Clemenger BBDO, where I dedicated several years contributing to prominent brands like NAB and the retail giant MYER. Notably, I served as the head designer for eDMs at MYER, overseeing the modernisation and streamlining of designs, while ensuring rigorous quality control for all upcoming campaigns. My responsibilities extended to revamping the MYER website, implementing UI/UX enhancements, and conducting extensive market research to better cater to the MYER user, ultimately boosting traffic and sales. During my tenure at Clemenger BBDO, my daily tasks involved creating digital content across various campaigns and channels, including the website, social carousels, eDMs, and Trueskin banners.

Prior to relocating to Australia, I was employed in London at a large multi-channel creative agency. My role involved the design and development of websites, apps, and flash banners, along with the filming and production of online video content for clients that included Pfizer, GSK, AstraZeneca, Bayer and many others. Additionally, I contributed to concepting ideas for experiential designs, incorporating technologies like holograms and Oculus Rift.

This breadth of my work encompasses a wide range of skills, allowing me to navigate all areas of design seamlessly as well as possessing a solid understanding of HTML, CSS and video editing.

Adaptable to different work environments I'm comfortable working remotely from my home office. Alternatively, I'm open to on-site arrangements, understanding that certain business needs may require in-person collaboration. Such as contributing to art direction and feedback throughout the entire process, from concept to the final design. As a dedicated and punctual professional, I bring a strong work ethic to the table and would be an asset to your team.

AREA OF EXPERTISE

- Strategising and crafting responsive websites, landing pages, eDMs, applications, social posts, and banners, emphasising a keen eye for UI/UX and adept problem-solving skills.
- Proficient in Figma and Sketch, with a comprehensive skill set in the Adobe Suite, encompassing Photoshop, Illustrator, Animate, Dreamweaver, Audition, After Effects, and Premiere.
- Executing print campaigns ranging from magazine spreads to out-of-home billboards.
- Creating HTML5 banners using Adobe Animate.
- Possessing foundational knowledge of HTML/CSS.
- Utilising Content Management Systems in design processes.

KEY SKILLS

- Teamwork
- Communication
- Good phone manner
- Polite
- Punctual
- Computer literate
- Numerate
- Problem solving

PROFESSIONAL DEVELOPMENT AND EDUCATION

2007 – 2010 BA Hons New Media, The University of Leeds

- Modules studied included: History of Communications, Design for New Media, Basic Digital Audio & Visual Production, Interface Design, Web Design & Technology, Design Management and New Digital Formats.
- Completed dissertation on a campaign to help promote underground music with the use of new media.

2005 – 2007 Samuel Whitbread Community Sixth Form College, Shefford (A LEVEL)

- Media: Communications & Production (B), Geography (B), Travel & Tourism (B).
- Appointed head of tutor group for two years.

2005 – 2007 Samuel Whitbread Community College, Shefford (GCSE)

- Obtained 9 GCSEs at grades A –C

PROFESSIONAL EXPERIENCE AND EMPLOYMENT

Disney - www.disney.com.au/

Job Title: Digital Designer (**Freelance**)

Company Location: Australia

Employed From: July 2023

Employed To: December 2023

Key Responsibilities:

- Collaborating on campaigns for movies, TV shows, and Disney+.
- Creating print campaigns for billboards, buses, and retail doors.
- Crafting engaging social media posts for Instagram, Facebook, and Spotify.
- Designing eDMs and banners.
- Creating video animations for social media and holding slides for cinema.
- Developing creative concepts for out-of-home campaigns.

EG+ - www.egplusww.com/en/

Job Title: Digital Designer (**Freelance**)

Company Location: Australia

Employed From: December 2023

Employed To: July 2023

Key Responsibilities:

- Creating websites, social media content, eDMs, and banners for Myer and L'Oréal.

Clemenger BBDO - www.clemengerbbdo.com.au/en

Job Title: Digital Designer

Company Location: Australia

Employed From: February 2017

Employed To: December 2022

Key Responsibilities:

- Leading the design team and managing eDM projects.
- Collaborating with diverse brands such as MYER, NAB, and Mercedes.
- Creating visually appealing landing pages, social media posts, eDMs, and banners.
- Revamping the Myer website to enhance its user interface and user experience.

Blackmagic Design - www.blackmagicdesign.com/au

Job Title: Digital Designer (**Freelance**)

Company Location: Australia

Employed From: December 2016

Employed To: February 2017

Key Responsibilities:

- Creating a website, starting from wireframes and progressing to the final design, for the launch of a new product.

Fenton Stephens - www.fentonstephens.com.au

Job Title: Digital Designer (**Freelance**)

Company Location: Australia

Employed From: November 2016

Employed To: November 2016

Key Responsibilities:

- Creating banners and social media campaigns utilizing Facebook Canvas for both William Hill and Isuzu.

CHE Proximity - www.cheproximity.com.au

Job Title: Digital Designer (**Freelance**)

Company Location: Australia

Employed From: October 2016

Employed To: November 2016

Key Responsibilities:

- Crafting a website that is responsive on both desktop and mobile platforms for a law firm.

Console - www.console.com.au

Job Title: Digital Designer (**Freelance**)

Company Location: Australia

Employed From: September 2016

Employed To: October 2016

Key Responsibilities:

- Designing modern, clean and responsive desktop and mobile landing pages exclusively for real estate agents across Australia.

J. Walter Thompson - www.jwt.com

Job Title: Digital Designer (**Freelance**)

Company Location: Australia

Employed From: August 2016

Employed To: September 2016

Key Responsibilities:

- Creating responsive desktop and mobile websites for Harris Scarfe and other clients, ensuring a seamless transition from wireframes to the final design, with a primary focus on delivering the best user experience.

Trout Creative - www.trout.com.au

Job Title: Digital Designer (**Freelance**)

Company Location: Australia

Employed From: July 2016

Employed To: August 2016

Key Responsibilities:

- Creating responsive desktop and mobile websites for brands such as Reece, Sonsee Women, French Soda and others – guiding the design process from initial wireframes to final product.
- Designing EDMs and banners for the above clients.

Digital Dialogue - www.digitaldialogue.com.au

Job Title: Digital Designer (**Freelance**)

Company Location: Australia

Employed From: May 2016

Employed To: June 2016

Key Responsibilities:

- Crafting responsive desktop and mobile websites for Jeep, Alfa Romeo, and Fiat, ensuring a seamless journey from wireframes to the final design, with a focus on prioritizing user experience.
- Designing and building flash banners.

DJM PAN Unlimited - www.djimpanunlimited.com

Job Title: Multimedia Designer

Company Location: London

Employed From: April 2013

Employed To: February 2016

Key Responsibilities:

- Designing websites and apps from wireframes to final design with user experience always in mind as well as mobile and responsive designs.
- Modifying websites and applications using HTML and CSS.
- Assisting the development team in creating front-end builds for websites and applications.
- Filming with green screen and post production of video.
- Designing and building flash banners.

HOBBIES AND INTERESTS

- Camping/Adventure
- DJing
- Music
- Cinema/Films
- Swimming
- Cycling
- Video production

REFERENCES

Clemenger BBDO

Name: Sabrina Riedel

Job Role: Head of Digital Department

LinkedIn: <https://au.linkedin.com/in/sabrinariedel>

Clemenger BBDO

Name: Bodhi Burathoki

Job Role: Head of Design

LinkedIn: <https://www.linkedin.com/in/subodh-bodhi-burathoki>