

Chris Vernon-Smith

Digital designer



A brief summary :

I am an enthusiastic multi-disciplined digital designer with 10+ years of experience. I have worked across design & production, marketing, editorial and UX teams both client-side and in agencies.

I have created & designed a wide range of design material from wireframes, storyboards and lo-fi prototypes through to emails, microsites and all manner of display advertising collateral across mobile, desktop and DOOH.

I also have solid front-end development skills and I believe my skillset of both design and development enables me to quickly understand the scope of projects, what issues may arise and how the designs may be affected.

Recent work history :

May '17 - present : **EG+ Worldwide | Digital designer**

- Designing a variety of advertising collateral for Lloyds Banking Group (Lloyds, Halifax and Scottish Widows), Sony and Three ranging from display ads to microsites through to modular emails
- Creating a suite of 'how to' videos for Three displaying user interactions across iPhone, Samsung and Android
- Designing pitch assets (static and motion)

Feb '17 – Apr '17 : **Tommy | Digital designer & developer**

- Designed & built a variety of display ads and site skins for Paramount Pictures, Ghost in the Shell
- Co-developed ad templates for future use

Jan '17 – Feb '17 : **EG+ Worldwide | Digital designer**

- Designed a microsite for Three to promote the Samsung S8
- Developed a suite for standard ads for Halifax

Sep '16 – Dec '16 : **Thinkjam | Digital designer & developer**

- Designed skins, page takeovers, mobile & rich media ads, for Netflix, The Crown and Warner Bros 'Fantastic Beasts...' global campaigns
- Development of rich media ads





Aug '16 - Sep '16 : Space 66 @ Farfetch | HTML5 developer

- Client facing role at Farfetch to develop the Autumn / Winter 2016 digital campaign.

Jul '16 - Aug '16 : Doner | HTML5 developer

- Built responsive mobile, tablet & desktop rich media interstitial takeover ads for Fiat

Jun '16 - Jul '16 : Tommy | Digital designer & developer

- Developed a campaign for Tesco Mobile with some nice CSS 3D animation and After Effects generated PNG sequences

May '16 - Jun '16 : Space 66 @ Virgin Media | Flash developer

- Client facing role at Virgin Media to create a DOOH billboard ad at Waterloo station displaying realtime content from the Virgin Media Business 'Pitchathon' event, pulling in video and Twitter feeds.

Jan '16 - May '16 : Thinkjam | Digital designer & developer

- Designed & developed mobile & desktop dynamic rich-media ads for Netflix's 'The Ranch' global toolkit, distributed across 33 territories

Nov '15 - Dec '15 : Tommy | Digital designer & developer

- Design & developed campaigns for Paramount Pictures & Tesco Mobile

Jul '15 - Oct '15 : Thinkjam | Digital designer & developer

- Designed & developed page takeovers, site skins and mobile & desktop rich media dynamic ads for Warner Bros & HBO
- Provided guidance and documentation for the Thinkjam team in transitioning from Flash to HTML5

Nov '15 - Dec '15 : Space 66 @ BBH | Flash developer

- Developed the global launch campaign for XL Catlin

Technical skills :

Design : Photoshop, Sketch

Motion & prototyping: After Effects, Animate CC, Adobe XD, Principle

Code : (X)HTML(5), CSS2 & 3, JavaScript, Greensock

Ad Platforms: Double Click, Sizmek, Flash Talking