

Martine Scott - Curriculum Vitae



Full Name: Martine Scott
D.O.B: 11/01/1981
Mobile: 07788 777 551
Email: martine@pureedesign.com
Portfolio: www.pureedesign.com

Skills and experience

I have eight years experience working on digital and print projects. A creative, organised and ambitious designer, I can work from concept right through to realisation of a project, on all aspects from 'the big idea' to the smallest details of art working and typography. I perform well under pressure, and am accustomed to working independently or as part of a team. I sometimes act jointly as designer and project manager. My clients range from multi-nationals to small local companies. My work includes; HTML website design with a focus on good user experience, standards compliant code and SEO techniques. Flash animation and interactive experiences. Magazine publishing (digital and printed) and all aspects of brand strategy and design from identities to printed collateral and online presence.

I am Mac and PC literate and highly experienced in many programs including: Adobe InDesign, Illustrator, Photoshop, Dreamweaver (including HTML and CSS), Flash, Quark, Microsoft Office, Google Analytics and Google Adwords.

Education

1999 – 2003

Goldsmiths College, University of London, UK
BA Hons Design (2:1)

I was awarded a 'recognition of excellence in academic achievement in 2001 – 2002' from the student awards scheme.

1995 – 1999

Collingwood College, Surrey, UK

A levels:

A Art

A Geography

A Graphical Communications

Agency work history

GSB Associates – Graphic Designer

Energy Savings Trust, Zenith Holidays, Ansvr, The Lodge, Institute of Actuaries

Aug '10 - present
(not continuous)

FST – Flash Designer / Animator

Habitat www.thisismyhabitat.co.uk

Sept '09

CRICKET – Web Designer

Harley Davidson India launch website

July – Aug '09

Kin Associates – Senior Designer / Animator

Nokia eLearning

Oct – July '09

Publicis Blueprint – Senior Designer / Art director

ASDA Magazine Online & other pitches

Aug '07 – May '08

Circle Publishing – Designer

SNOW & goActive Magazines

Sept '06 – Oct '07

Imagination – Digital Designer / Illustrator

Samsung, Glen Grant Whisky,

April '05 – May '07

Planetnewmedia – Junior Designer

Mercury Cars, Thai Design Museum

(not continuous)

MTV, MB Games, English National Ballet

March '02 – Aug '02

Through Puree Design Ltd I maintain a varied client base:

Puree Design maintains a varied client base, from fitness bootcamps to green energy companies and building surveyors. Working closely with my clients, I have developed booklets, stationery and magazines, identities and branding, exhibition banners, online advertising and websites and have applied my knowledge of SEO and user experience centred design to enhance online presences. These are just some of Puree Design's recent clients:

Fitbitch Bootcamps

Website template (www.fitbitchbootcamp.co.uk) + flyers, posters and online advertising

Grumitt Wade Surveyors

Exhibition banners + website (www.grumittwade.com) + advertising

National Handwriting Association

Educational booklets

Lark Media - Editorial agency

Website template (www.larkmedia.co.uk)

Queen of Spades Gardening Company

Branding + stationery / promotional materials

Sirius Safety Management

Website (www.siriussafety.co.uk) + report covers + brand refresh

Swiss Tourist Board / Spiral Marketing

Outdoor activities magazine + online advertising

Tesco Cars

Online advertising + leaflets + HTML email marketing

Ultimate-ski.com

Advertising + exhibition banners

Windscout Ltd

Branding, website (www.windscout.co.uk) + vehicle livery + leaflets

Agency roles in more detail:



Publicis Blueprint, ASDA Magazine Online. Senior Designer / Art Director

My time at Publicis Blueprint was principally spent on ASDA Magazine Online an interactive, animated, Flash version of ASDA Magazine. My role involved designing the successful pitch and design and production thereafter. I created a look and feel, to complement the print versions, taking care to introduce rich interactive and animated features whilst maintaining intuitive usability. I worked hard to deliver online magazines that were on brand and tailored to the target market. ASDA Magazine Online went live in May 2008, and received consistently strong feedback from ASDA and the readers.



Circle Publishing: SNOW & goActive magazines, Designer

As the sole designer for outdoors magazines SNOW (Circulation 33,708 (ABC)) and go Active (Circulation 40,000), I initially developed a new graphic style for both publications. My role then involved layout of the magazines on a monthly basis. This included creating illustrations, where needed, and selecting appropriate images. Produced within tight deadlines, I worked closely with the editor to create a magazine focused to the target audience. The sales team saw a marked improvement in the quality of advertisers as a result of my designs.



Imagination Interactive Designer / Illustrator

I was involved in projects for Samsung, Glen Grant Whisky, BT, Mercury Cars, and the Thai and Singapore Governments. My roles at Imagination included brainstorming concepts, development of look and feel for several Samsung projects, illustration and Flash animation for Glen Grant and others. For Samsung, I developed the look, feel and movement for an 'interactive map table', I worked with a programmer to evolve the interface design and created the graphic assets and animations. This exhibit is now present in the flagship 'Samsung Brand Centre' in New York.

Some Puree projects in more detail:



Amber living – Brand development, Identity, website, stationery, leaflets, and exhibition banners

I worked with Amber to understand the company personality, key messages and target audience and produced a brand identity. Once I had established brand guidelines they were applied to designs for stationery, exhibition banners, leaflets

and a fully accessible and W3C compliant website. All elements were designed with both the visually impaired clients and council planners in mind. The work was well received and continues to draw positive feedback from Amber's growing client base.



Swiss Tourist Board – 2010/11 Summer activities magazine

I worked with Spiral Marketing to produce a 24-page magazine for Swiss Tourism to promote summer activity holidays in Switzerland. The design respected existing brand guidelines whilst escaping a typical brochure format. 75,000 copies were printed and distributed as a supplement in The Independent as well as a pdf magazine online. After the success of the 2010 issue I was invited to produce the 2011 issue too.

When I'm not working...

I enjoy outdoors activities and am a keen snowboarder. I enjoy kayaking, mountain biking and hiking. I love to travel and have made trips all over the world including Australasia, South America and Asia. The insight this has provided into other cultures and visual traditions has been particularly inspiring. In my spare time I like to see live music, doing a bit of home baking and I love to paint and draw.

References

Available on request.

See more of my work at www.pureedesign.com