

Chris Lamb

An experienced creative with a passion for all things brand & digital.

About:

Hi, I'm Chris, a versatile designer that currently works for the membership body for housing associations in Wales, Community Housing Cymru (CHC).

Having conducted the entirety of my design career within in-house roles, I've had the opportunity to re-brand organisations, re-design websites and deploy a 'digital-first' mentality to customer engagement. In addition to this, I've spent the last four years freelancing - again, working on a variety of digital and print projects for a range of clients such as Cardiff City FC Foundation, Macmillan and The National Trust.

My core skills revolve around user centred brand design. I am a firm believer in designing products and services that are focussed around the user with a 'digital by default' approach. These designs are clean, functional in their design and pay attention to the finest details.

Career History

Brand & Design Officer (Community Housing Cymru)

04.2015 - Present

Upon arriving at CHC, the organisation quickly started working towards a 'digital-first' methodology with its comms and member engagement activity. Having previously outsourced all digital & print requirements to design agencies, CHC was severely lacking a brand with structure and clarity.

As the organisation's only designer, I am responsible for brand development, innovation, and the following:

Duties:

- **The protection and further development of the brand.**
This is delivered through a strong brand strategy that ensures the brand is consistent and relevant with design and technology trends.
- **Design of innovative, 'digital-first' products.**
These products are developed with fellow colleagues (users) in mind. These products ensure that the brand can be used consistently in the same way, no matter what skills or role the user may possess.
- **Content creation for a range of social platforms.**
- **Management of working relationships with print-suppliers, developers, freelancers, etc.**

Skills used:

- **Brand Strategy**
- **Brand Development**
- **Relationship Management**
- **Innovation**
- **Design**
 - Adobe Creative Cloud
 - Coding

Interactive Designer (Office for National Statistics)

12.2013 - 04.2015

I joined the ONS as a designer of a newly formed design team, tasked with communicating 'big-data' to 'citizen users'. Working predominantly within digital, I was tasked with creating engaging data products for the organisation's social channels. Using coding and innovative digital services, I produced products that were used on sites such as The Guardian, BuzzFeed and the BBC.

Duties within this role's remit were:

Duties:

- Providing high quality and innovative design solutions across a range of platforms: including digital, social and print.
- Delivering content with an engaging online presence.
- Keeping up-to-date with industry trends and latest technologies.
- Collaborating with creative professionals in an agile team environment.

Skills used:

- Agile Working
- Coding - HTML, CSS, JQuery
- UX/UI Product Design
- Data Dissemination
- Presentation Skills

Designer (Monmouthshire Housing Association)

08.2009 - 12.2013

Education

BA(Hons) Product Design w/Professional Enhancement (2:1)

Coventry University (2003-07)

Qualifications

- Creative Web Design (Wordpress)
- Web Design & Authoring (HTML, CSS, JQuery)
- ILM Level.3 - Business Management
- BTEC Web Design (HTML, CSS)
- City & Guilds Level.4 - Business Management

Key Skills

- Adobe Creative Cloud
 - Sketch
 - Hand-coded HTML & CSS
 - JQuery & Javascript
 - User Journey Mapping
 - Agile working
 - Self-employed
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Personal Details

Name: Chris Lamb
Date of Birth: 17/02/1985
Address: 10, Bryn Terrace, Pontypool, NP4 6QE
Telephone: 0785 491 3498
Email: info@chrislambdesign.co.uk