

# Chris Lamb

## Creative Designer



### About

A creative and versatile designer looking for a new challenge within digital design. With a proven track record in delivering design solutions that challenge and exceed expectation, I aspire to protect the longevity of my design skillset by applying it within a fresh, innovative and established brand.

### Experience

Currently working as the 'Brand & Designer Officer' for Community Housing Cymru (membership body for all Welsh housing associations), I am the lead creative for all brand development and supporting campaign work.

#### **Brand & Design Officer** **Community Housing Cymru | Cardiff** [ April 2015 - Present ]

##### Duties Include:

- To provide a high quality, creative and innovative brand design service for the group across a range of platforms including print, online and social media
- To manage the production of all publications and online design, liaison with printers and suppliers through to the delivery of the finished products
- To support the Communications team to ensure that engaging, informative, creative messages are delivered to our key audiences and stakeholders

##### Most used skills:

- Brand Creative Design - Adobe Creative Cloud
- Web/Emailer Design - HTML, CSS, JQuery, Wordpress
- Presentation Skills
- Print Supplier Management

#### **Interactive Designer** **Office for National Statistics | Newport** [ December 2013 - April 2015 ]

As part of the Digital Transformation Directorate, I was part of the team that took ONS data out of the realm of reports and infographics, into the world of social engagement, visual digital products and 'big-data'.

##### Duties Include:

- Providing support in the development of innovative new products
- Delivering content with an engaging online presence
- Developing an arresting design visual language
- Translating ideas and concepts into innovative and effective design solutions
- Keeping up-to-date with industry trends and latest technology
- Identifying opportunities to develop new skills
- Collaborating with creative professionals in a team environment

##### Most used skills:

- UX/UI Design - Adobe Creative Cloud
- Coding - HTML, CSS, JQuery, D3.js
- Data Dissemination
- Client/Project Management
- Presentation Skills

## **Graphic Designer**

### **Monmouthshire Housing Association | Pontypool**

[ April 2015 - Present ]

Again, in a new role for the organisation, I was hired to rebrand the organisation and develop a new visual identity/set of brand guidelines for all communication & marketing materials.

#### **Duties Include:**

- The delivery of high quality, creative and innovative graphic/digital design function
- Protection and enhancement of the MHA group brand guidelines
- The delivery of training and guidance to all staff on the appropriate use of the brand
- The production of all MHA group marketing material, both print and digital

#### **Most used skills:**

- Brand Creative Design - Adobe Creative Cloud
- Web/Emailer Design - HTML, CSS, JQuery, Wordpress
- Presentation Skills
- Print Supplier Management

## **Education**

### **Product Design - w/Professional Enhancement - 2:1**

#### **Coventry University | 2003-07**

#### **Overview:**

A product design course that was focused more on the idea and concept generation side of design, rather than the manufacturing and production side of things. What this provided me with was a solid understanding of how to dissect a client brief and how to work towards creating a visual solution that worked for all involved.

#### **Notable Mentions:**

- Enthoven Design Associates | Belgium
  - Awarded a 3month work placement (2006)
- London Executive Aviation
  - Brief: 'Design the next generation jet interior...'
  - Competition Winner (2006)
- Reebok USA
  - Brief: 'Design a piece of footwear for 'Generation-Y'...'
  - Shortlisted Finalist (2005)

## **Achievements**

- **Self-employed Freelancer**
  - Since 2015
- **Creative Web Design (Wordpress)**
  - Ffotogallery, Cardiff | Pass: 2013
- **Web Design & Authoring (HTML, CSS, JQuery)**
  - Cardiff Lifelong Learning | Pass: 2011
- **ILM Level.3 – Business Management**
  - GOWales Freelancer Academy | Pass: 2011
- **BTEC Web Design (HTML, CSS, Dreamweaver)**
  - Coleg Gwent, Newport Campus | Pass: 2010
- **Level.4 – Project Management**
  - GOWales City&Guilds | Pass: 2010

## **Contact**

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