

# Jocelyn Amner

Online portfolio - [www.multi-storey.com](http://www.multi-storey.com)

I am a professional in online design solutions specialising in web interface design and have been working in the industry for 9 years. I have held permanent roles as Senior and Lead Designer within agencies and more recently freelance for a range of companies on a number of high profile projects. With my extensive experience I have the ability to produce creative fresh designs and concepts for any client base. I have a strong knowledge of usability, accessibility, industry standards and I am experienced in information architecture. I am an excellent team member and also very capable of working individually. I work well under the pressure of deadlines, with the ability to produce a high standard of work.

## Skills

**Advanced knowledge:** Illustrator CS3, Photoshop CS3, InDesign CS3, XHTML, CSS.

**Basic knowledge:** Flash MX, XML, XSLT, Javascript.

## Freelance Employment

**EMC Conchango** – September/October 2009

I produced page designs and set guidelines for the new Barclaycard website re-design.

**LBI** – July/August 2009

I worked on website designs for clients such as Barclays and RBS.

**Fuel Creativity** – June 2009

I produced designs for a Glaxo Smith Kline website.

**Salter Baxter** – May 2009

Helped Salter Baxter win a pitch by designing a micro site, which enables Lego to increase the awareness within the company of environmental and social issues.

**I-D Media** – April 2009

My responsibility, within a team of designers on the Rough Guides website redesign was to take the design across all the pages to ensure consistency and continuity throughout. I worked closely with the Information Architects to ensure a complete user experience and the functionality fulfilled the users expectations. I also produced a comprehensive style guide.

**BBC, Audio & Music** – November 2008/February 2009

The team were required to redesign the Radio 2 website to bring it in line with the new branding and BBC template. Initially I worked on the website wire frames to ensure a coherent site structure and consistent user experience. Then I used the established brand kit to design the homepage and internal information pages, also producing bespoke design pages for the high profile presenters. The team worked to agile project management process, which included daily scrums. I worked closely with the other designers, developers and interactive producers to ensure a high quality product was achieved within the timescales.

**Channel 4, E4** – August/October 2008

I designed and implemented the Dead Set website that supports the E4 programme. I also completed a wide range design projects for the E4 website including a new homepage and games section.

**BBC, Future Media & Technology** – June/August 2008

I designed the website that supports the BBC television series 'Oceans'. I used the BBC templates to create the wire frames and worked closely with developers to ensure standards were met. I produced an individual creative concept to reflect the nature of the 'Oceans' series, whilst keeping consistency with the BBC brand.

**Publicis Modem** – May/June 2008

I produced website and banner designs for LG, Hewlett Packard, Renault and the British Council

## Permanent Employment

### **Tamar - Lead Designer:** April 2006 – April 2008

As Lead Designer at Tamar I had both design and management responsibilities, which include:

- Designing and building websites for a range of clients such as: LloydsTSB, Goldfish, Equity, Bennetts. Working with their established brand or adding new design concepts, also providing guidance and consultation on usability and accessibility.
- Managing initial research and briefs for projects, responsible for design concepts and build through the entire project lifecycle, providing documentation and creation of a style guide.
- Producing information architecture for websites, including sitemaps, wireframes and process diagrams, to ensure concepts for new websites are based on a user-centred design model.
- Building websites using XHTML and CSS (occasionally with Flash elements), ensuring they meet accessibility and usability standards and are SEO compliant.
- Line management and personal development of all designers, and creative leadership of the team.
- Providing constructive feedback and being receptive to ideas to motivate the team, guarantee highest standards and that projects are completed successfully.

### **Complinet - Senior Designer:** April 2003 – April 2006

As Senior Designer at Complinet my responsibilities included:

- Complinet's re-branding for their online and print work. Producing comprehensive brand guidelines and implementing these to ensure consistency for all design work.
- Designing and building Complinet's websites and emails, whilst ensuring they meet accessibility and industry standards.
- Designing and producing bespoke online training courses with Flash animations for a wide range of financial based clients including Barclays and BP.
- Working closely with the technical team and project managers to ensure effective communication and progress within all online projects.
- Delegating tasks and projects to Design team members in accordance with each member's role and ability, also training and mentoring new designers.

### **Concise Ltd - Multimedia Designer:** September 2000 - April 2003

As Multimedia Designer at Concise my responsibilities included:

- Designing and building websites, CDroms and DVD's for a range of client clients such as: Cisco Systems, BP, Basic Skills Agency, Diageo and BT.
- Producing an e-marketing service and e-flyers (Flash/HTML) for a range of clients such as: Unilever, Natural History Museum.
- Designing, building and up-dating the internal international websites and marketing material.

## Qualifications

### **University of Portsmouth:**

BA in Art, Design & Media (Communication Design, 1st class hon), 1997 - 2000

Art Foundation Course, University of Portsmouth: 1995 – 1996

## Personal details

**Website:** [www.multi-storey.com](http://www.multi-storey.com)

**Email:** [jocelynamner@hotmail.com](mailto:jocelynamner@hotmail.com)

**Address:** 159 Pullman Court, Streatham Hill, London, SW2 4SZ

**Telephone:** 07766 005 618

**Nationality:** British