

NAOMI FINN

Senior Creative Designer UX and Branding speciality

A passionate designer with a love of problem solving, and a lifelong obsession with beautiful design.

EDUCATION

2017

UX Certified (Interaction Design Speciality)

Nielsen Norman Group

- NN/g Brand as Experience
- NN/g Communicating Design
- NN/g Generating Big Ideas with Design Thinking
- NN/g Omnichannel Journeys and Customer Experience
- NN/g The Human Mind and Usability
- NN/g UX Basic Training
- NN/g User Interface Principles Every Designer Must Know

2007 – 2010

BA (Hons) Graphic Design

University of Portsmouth

- 2:1 Award
- Designer for the University Magazine 'Pugwash'
- Exhibited in Brick Lane, London

2006 – 2007

Foundation in Art & Design

University for the Creative Arts

- Merit Award
- Specialised in Graphic Design

1999 – 2006

Rosebery School for Girls

- 3 A Levels - Grades C B B in Art, IT, Media
- 1 As Level - Photography
- 10 GCSEs A-C Including Maths and English

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HIGHLIGHTS

- Launched the digital experience and coaching network platform for The Uspire Group.
- Developed and Designed a multi-device website for Jacques Vert Group which won a Drapers Award for 'Best Website Redesign/Relaunch 2015'.
- Brand owner for a theatrical charity, responsible for all creative output from the organisation. Designed, directed and managed a range of campaigns and graphics for a variety of musical productions for almost 5 years, successfully selling out every show.
- Received UX certification for 7 topics on an NN/g UX Course in March 2017.
- Creatively led the designs and concepts which won the pitch for website design and email marketing for George at ASDA, whilst at Biglight.
- Pitched to Habitat for ECRM and Email Design and won the pitch for Biglight.
- Invited to be one of 12 company culture leaders within Paymentsense, representing the Marketing department.
- Won an award from the CEO of Paymentsense for going 'above and beyond' in 2017.

EXPERIENCE

The Uspire Group (Coaching Consultants, London) *Nov 2018 - Feb 2019 (3m contract)*

UX Designer and Creative Consultant (Contract)

- Responsible for implementing the internal network platform within the organisation, to support and improve the coaching experience for members.
- Established and created the digital user journeys and experiences from onboarding to a fully functioning member or coach and beyond.
- Presented the platform to the organisation and set up the users.

Paymentsense (FinTech, London)

Nov 2015 - Sep 2018 (2y 10m)

Lead Designer (Aug 2017 - Sep 2018)

Senior Digital Designer (Nov 2015 - Aug 2017)

- Led the entire design department and grew the team from two to eight creatives over 2 years, setting up the design team as the go-to team for all creative within the whole business, and with coaching support moved to an agile process.
- Set digital and print standards for all design output and created simplified brand guidelines for use throughout the organisation.
- Worked closely with the internal software UX and UI team to learn their creative process for the company's internal system.
- Worked alongside the Customer Experience team to gain an insight and to improve the experience for the whole customer, partner and employee journey, covering a range of touchpoints, including; verbal, email, website, print, packaging, trade shows etc.
- Implemented a consistent brand design style and guidelines for all creative works, internally and externally, including; digital, trade shows, brochures, clothing, social media presence, website, events and packaging.
- Built strong relationships with a variety of people and teams such as; Copywriters, Customer Experience, Digital Marketing, Partnership Managers, Internal UX, Developers and Sales Managers.
- Created and implemented a briefing process and organisational work flow within the whole creative team, and set up a positive joining experience for all new members of the design team.
- Worked directly with the CEO and Head of Marketing to start the creative rebrand process, by analysing the customer research and proposed customer experience, to then concept ideas, identity, and visuals for the rebrand.
- Increased my leadership skills and knowledge quickly to adapt to the business's creative requirements and became the go-to person within the organisation for knowledge on creative and design.
- Redesigned and user tested the website and landing pages for PPC and Google Search, by incrementally optimising the pages to increase the conversion.
- Worked alongside the developers, PPC and SEO Managers to improve and test the digital user journey and information architecture, created and developed wireframes through rapid prototyping and created the initial designs for the designers to roll out for the new website.

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SKILLS

- Strong ability to problem solve, and quickly develop an idea by sketching, then concepting
- Enjoy presenting my work to groups and pitching new ideas
- Strong ability to work in an agile environment and an iterative process
- Strong ability to see the big picture
- Strong visual ability to recognise brands or campaigns and create designs accordingly with appropriate use of colour, style and typeface
- Ability to prioritise and organise own workload, meet deadlines and be self-motivated
- Good communication skills; strong ability to work collaboratively with clients and colleagues to ensure that design brief is met
- An eye for detail, precision and engaging design
- The ability to remain calm under pressure
- A passionate designer with a love of clean, considered design, that works
- Proficient ability with Sketch, draw.io and the Adobe Creative Cloud Suite
- Experience with print design - small and large format, and 2D design
- Experience with video and animation
- Experience with HTML email building / website building, hosting and CSS

FUN STUFF

- Frequently audition and perform in amateur dramatic musicals
- Recorded an Album in 2018 as part of an 'a capella' choir. Will be singing with the choir at the Vatican in 2019
- Lived in Long Island, New York, whilst working in a country club in 2009
- Have visited the Bauhaus in Dessau
- Once walked 30k to raise money for the Macmillan charity
- Have visited 33 out of the 50 states in the USA
- Walked through a timezone
- Lucky enough to have travelled to a variety of countries including; China, India, Africa, USA, Canada, Australia, the Middle East, Indonesia and Europe
- Watched 3 events at the London Olympic Games
- Invited to Aston Martin's Centenary Celebration at Kensington Gardens
- Have experienced two mild earthquakes

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Jacques Vert Group (Fashion, London)

Sep 2013 - Nov 2015 (2y 2m)

Design Team Leader (Dec 2014 - Nov 2015)

Digital Team Leader (Sep 2013 - Dec 2014)

- Redesigned and implemented a multi-branded responsive website, which **won a Drapers Award** for 'Best Website Redesign/Relaunch 2015'. The website was designed to contain 7 separate brand websites but with 1 simple checkout for all websites, and suitable across all devices.
- The redesign also included a responsive 5 step checkout, which was designed to simplify the complicated checkout process into a seamless 5 step experience.
- Led, concepted and created digital campaign designs, editorial website design, digital branding, editorial email design and engaging digital content.
- Ensured consistency across the website and all digital assets, to align with instore POS and brand photography and graphics.
- Led the Design Team. Improved briefing process and created a more consistent approach with the design process.
- Implemented strong and seamless relationships between the design team, content team, developers and merchandisers, within Marketing and the business.

Centre Stage London (Theatre Arts Charity)

Feb 2013 - Sep 2017 (4y 6m)

Voluntary Designer, Marketing Manager, Creative Campaign Director and Member of the Board of Trustees

- Worked with the show production teams to create and direct all concepts, designs and a marketing campaigns for each production; including posters, programmes and any additional collateral. Very capable technically with digital, video and print design.
- Managed and guided a Social Media Manager and Communications Manager.
- Successfully sold out every show marketed and promoted.
- Visually rebranded the charity and set a standard for all creative marketing campaigns, which all neighbouring societies also adopted.
- Redesigned and redeveloped the website in keeping with the new brand for desktop and mobile and directed traffic to the site for ticket sales.
- Nominated in 2014 for the 'Young Person Under Thirty Contribution to a Musical Theatre Society' award by NODA (The National, Operatic and Dramatic Association).

Biglight (Ecommerce, Digital, UX Agency, London)

Jan 2011 - Sep 2013 (2y 9m)

Web Designer

- Creative lead for clients; George at ASDA, ASDA and Hunter Boots USA. Designer for Accessorize, Avenue 32, Ben Sherman, Firetrap, Goldsmiths, Habitat, Hunter Boots UK & USA, Mappin & Webb, Monsoon, Milk&more, Penhaligon's, Uniqlo and White Stuff.
- Creatively led the pitch team for George at ASDA, developed concepts for their website, and photography. We won the pitch and redesigned the website.
- Brand guardian for George at Asda online. Produced, developed and rolled out their digital brand guidelines.
- Launched new email marketing campaigns for Hunter Boots UK and USA. Developed designs for a different market in the USA. Undertook user testing to successfully improve CTR and Conversion.

RBI (Media House, Sutton)

May 2006 - Sep 2006 (5m)

Freelance Graphic Designer

- Conceptualised and created consistent multi-size editorial designs for magazines.
- Product photography direction for collections featured in Travel Magazines
- Logo conception and creation for a number of businesses associated with RBI.

John Thompson & Partners (Architects, London)

May 2005 - Sep 2005 (5m)

Design Assistant and Freelance Photographer

- Working as part of a team to develop the internal image library.
- Photographer for community planning events and architectural site visits.