

# Rob Ashdown Curriculum Vitae

Date of Birth 07/03/1985

Address

6 Hothfield Rd

Rainham

Kent

ME88BJ

07904671855



## Work Experience

**Tiscali/Talk Talk Jan 2009 - Present**

Title: Web Designer

I have been working in house for Tiscali since the start of the year in London Soho. I am responsible for designing many competition headers that appear on the Tiscali Portal website. I also design many graphics to help sell products on the site and promote microsites such as seasonal Easter and Mothersday sites. I was part of the design team that came up with the new glowing effect headers that are now a prominent feature on each page. I would also be responsible for updating features across the Portal such as building and coding modules in the CMS system to display and update content on the Tiscali site. This could be anything from the TV pages to updating the homepage.

I designed many main features for microsites such as flash games, which were then built by the flash developers, and this was to great success helping me be voted for a hard worker award. I also built many different monthly emails and worked on the re-design of many in-house emails. I enjoyed working on the creative projects and had a lot of input with the rest of the studio when it came to working on larger projects, as well as being left to work on the less interesting tasks of batch image processing and updating the CMS system with data entry.

I have worked with a great team and learnt many things as well as building on my design skills.

**Wickedweb March 2007 - October 2008**

Title: Executive Designer

After my experience at Bell Systems I took my skills to a growing Creative agency in Kent, where I became a key part of their creative team designing and building big name websites for clients such as THORPE PARK, LONDON FASHION WEEKND and HTML emails for MISS SIXTY and ENERGIE.

I was responsible for many projects from pitch right through to the launch date, working with the account handling team to make sure all deadlines were met. Working on THORPE PARK was a real challenge as they had regular design changes with new themed price offers such as "Screamsaver" and "August Action". I was responsible for designing a brand for each of these events with their own look and feel that would reach out to the customer and drive ticket sales. I would regularly make web amends, changing images or text as well as creating new promotional pages in HTML and CSS. This is just one of the many different clients I worked on during my time at Wickedweb and these tasks were part of a busy day-to-day schedule that I would have to manage. After winning the new Thorpe park website pitch and building a strong working relationship between the two companies I would often have emails and phone calls from their head of marketing discussing amends, feedback and general queries which I was happy to help with.

I have gained valuable experience and skills from my 18 months at Wickedweb and I am now looking to build further with a new role with a busy creative team, where my skills are tested and I can offer any support to other members of the team. I enjoyed working to deadlines and excel in taking on new challenges.

References available on request.

**Bell Systems October 2006 - January 2007**

Title: Junior Web designer

During my time at Bell Systems I worked on a number of small websites, including estate agents from around the local area and Audio Visual Presentation Boards. I learnt key HTML and CSS skills while here and improved my design skills where I could.

References available on request.



## Qualifications

Higher National Diploma in graphic design and Illustration -  
Kent Institute of Art and Design (Maidstone)

National Diploma in graphic design and illustration -  
Kent Institute of Art and Design (Rochester)

G.C.S.E's

A - Art

B, B, C - English

C - Maths

C, C, C - Science

C - German

Achieved at St John Fisher R.C School Chatham

Programs and code

Illustrator

Photoshop

Dreamweaver HTML - CSS - Java script - CMS

Flash

Fireworks



## Personal Statement

My name is Robert Ashdown and I am a hard working young creative designer with 2 years of experience. I have strong design skills using my knowledge in Adobe Illustrator and Photoshop to help make eye catching and exciting designs. I have gained a strong skill in web building and have built many websites for big name clients as well as smaller corporate clients.

Here is my online portfolio I invite you to take a look around the site and hopefully see some things you like.

[www.robashdownonline.co.uk](http://www.robashdownonline.co.uk)

I am looking to build on my existing portfolio and grow into a key role within a busy, fun and growing team. I enjoy taking up new challenges as well as learning new things, and meeting new people. My own online portfolio contains a lot of my live projects and my own personal pieces of work including one of my many passions, illustration.

My personal portfolio includes illustrations for children's books which I made at University as well as portrait drawings of well known musicians. I currently live in Rainham with an old college friend Chris and enjoy organizing trips out to another of my interests, football. I am a very friendly and sociable person and can normally be found around friends or family members. I have often have friends coming round unannounced for takeaway evenings but they normally just end up eating my chips!

