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**Russell Cooper**  
**Creative Designer & Manager**  
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## Portfolio

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Available on request.

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## Profile

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- Highly talented, driven and versatile Graphic Designer, Brand/UI Manager and Digital Design Specialist with a proven record of delivering creative and innovative design solutions
  - Almost 30 years experience of working within agencies as a graphic designer, creative director and senior digital design specialist, as a self-employed designer business owner and in-house
  - Proven ability of developing projects from inception through production to final delivery, ensuring that all work is effective, appropriate and delivered within agreed timescales
  - Confident in working as part of a team with printers, copywriters, photographers, agencies, account executives, web developers, social media managers and marketing specialists
  - Experienced in working with a varied cross section of brands and mediums
  - Excellent interpersonal, communication and negotiation skills
  - Enjoys being part of, as well as leading, motivating and training, a successful and productive team
  - Thrives in highly pressurised and challenging working environments
  - Results driven: Continuous improvement of deliverables by testing and learning
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## Core Skills

### Design:

- Ideas & conceptualisation; UI/UX design; Branding; Typography & layout; Illustration & visualisation; Design for print & screen; Digital Merchandising; Art direction; Video editing; Copy writing

### Software:

- Adobe Creative Suite (Illustrator, InDesign, Photoshop, XD); Adobe Premiere Pro; Word, Excel & PowerPoint

### Business:

- Strategic design; Team leading; Client facing; Job costing; Interviewing & recruiting; Project scheduling; Writing user story requirements; Print buying; Materials sourcing; Procurement

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## Experience

### 06/2021 – Present

#### Performance Health

##### Senior Digital Design Specialist

- UK lead Digital Design Specialist for global rehabilitation and physical therapy supplies company
- Working within the digital marketing team, providing design strategy and execution for internal teams across the UK, US, France and Australia
- Creation of digital design output across a variety of medium including email, social media graphics, animation, video and Amazon brand stores
- Working closely with US colleagues, creative lead in digital merchandising for the eCommerce website and for Amazon brand stores
- Redesigned and optimised all customer emails, creating standards for all email creative and continual performance monitoring and improvements
- Responsible for performance tracking and optimisation for major campaigns and brand relaunches
- Lead and redesigned the company style guide, presenting to the business

### 04/2020 – 03/2021

#### Equifax Ltd

##### Brand & Design Manager

- UK lead brand and creative design manager for one of the three largest consumer credit reporting agencies
- Working within the marketing team, providing design support for internal teams across the UK and Ireland
- Creation of design output across a variety of medium including presentations, social media graphics, animation, video and internal office branding
- Brand Ambassador for the UK, regularly checking in with the US creative teams to ensure brand consistency across the business
- Holding workshops with wider internal teams to share brand and design best practice
- Video production support for internal comms, produced a flagship showreel to show how Equifax responded to the COVID pandemic, gaining recognition from the executive teams

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### 01/2014 – 10/2019

#### Boots UK Ltd

##### UI Design Manager

- Lead UI design authority for Boots.com, owning relationships with key teams and agencies to ensure omni-channel cohesion across all digital design
- Pivotal role in creating user-centered, data-driven designs for the new eCommerce website, with careful consideration for business requirements, user feedback, and usability findings
- Creation and management of UI design for key new product launches and seasonal campaigns for Boots.com
- Lead a team of three UI designers and a creative copywriter
- Developed and maintained an evolving set of design patterns and style guides
- Art directed the home page, department and category pages, leading the strategic optimisation of home/department pages
- Worked with designers, product owners and UX specialists to build new features and optimise the platform

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### 01/2007 – 10/2014

#### Sketch Creative (self employed)

- Owned and operated a graphic design business as a sole trader, dealing directly with my own client base
- Clients included Savills, Henry Boot, and Nottingham City Council

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### 03/2001 – 12/2006

#### Stillman Communications Ltd

##### Creative Director

- Creative Director at a design and print agency, leading a team of four creatives and a studio manager
- Client work included Capital One, The Home Office and Savills

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### 02/1999 – 03/2001

#### Berry Whitehouse Ltd

##### Senior Designer

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### 02/1994 – 01/1999

#### Various agencies

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## Education

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- 8 GCSEs / A-Level Art / BTEC National Art & Design / BA (Hons) Graphic Design
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