

OLLY**BROWN.**

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Dreams

Design Manager

April 2016 - Present

- Brand guardian managing the production of digital and physical design products across the business, bringing together user needs, business goals and technical realities
- Developed, owned and orchestrated an holistic evolution of the visual identity and brand guidelines across the business
- Through ideation and design process created a number of internal brand packs identifying and strengthening core brand USPs
- Introduced and built an extensive Design System Manager within Sketch and inVision managing it's growth and ensuring the intelligent use of the design kits, components, assets, integration and online documentation through the business
- Worked directly with UX and A/B testing tools and agencies (Userzoom, Monetate and ContentSquare) to analyse the interaction on user journeys to increase optimisation through design solutions
- Managed the design, build and business use of the Ampliance content delivery platform
- Direct line management of an omnichannel design team of three in charge of print and digital design, online and in store, including email marketing and printed advertising. Grown the design team by identifying key skill sets and bringing the creative resources in-house to reduce external costs
- Creative management of an extensive ecommerce replatforming project for dreams.co.uk (launched 07/18)
- Instrumental in the initial inclusion, design and development of AMP within Dreams as well as utilising methods to ensure a good user experience
- Introduced and managed agile workload management tools, methods and briefing structures within the design team to better manage capacity and pinch-points
- When required, supported the development team through busy periods launching new web pages, content changes and bug finding
- Driving future creative vision and with a craving for innovative ideas, processes and development iialways aspire to deliver best in class solutions and influence change and push boundaries.

Penfield

Lead Digital Designer

May 2013 - March 2016

- Designed, built and optimised several iterations of a fully responsive website in Magento CMS for Penfield.com (09/15)
- Ensured all brand standards are executed across all digital channels
- Enhanced and managed website user testing and the development of CRM workflow processes
- Improved and lead the implementation of information architecture framework and the enhancement of UX
- Produced all creative and promotional materials for online presence

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Penfield continued...

- Managed photo and video shoots for various seasonal campaigns, including post-production processes, retouching, and image optimisation
- Created mock ups and full HTML designs across web, mobile and promotions
- Designed, built, implemented and managed responsive email marketing templates
- Designed and built a responsive brand site for Capeheights.com which included extensive JavaScript coding (launched 09/14)

Reiss

Graphic Designer

June 2011 - May 2013

- Creation of promotional graphics and artwork for the international website with weekly updates including tailored promotions in different consumer markets across multiple platforms
- Design of a twice weekly mailer (audience 250,000 worldwide)
- Development of affiliate and display banners across different websites
- Assisting with the design and development of the global website across devices
- Production and art direction on small scale fashion shoots
- Developing the design of the ecommerce, in store and gift packaging
- Design and production of POS and in-store wall graphics, vinyls and advertisements
- Aid in the production of extensive campaign, lookbook and feature photography research

Chanel

Design Assistant

August 2009 - May 2011

- Created innovative promotions for marketing and training teams
- Design of brochures, visual crop guides, show cards, hand-out cards, acrylic tester stands, self-supporting card banners, hoardings and other general point of sale design
- Managed the external relationships with artworkers, printing companies and manufacturers on types of paper stocks, print finishes, colours and construction

Brunel University

2007-2011

- Graduated with a 2:1 in Product Design BSc