

**Name** Nicola Bradshaw  
Portfolio site: [www.pixelchick.co.uk](http://www.pixelchick.co.uk)

### Education

1999-2003: BA (Hons) Multimedia Design (2:1), De Montfort University, Leicester  
1997-1999: BTEC HND Graphic Design, University of Northampton  
1996-1997: BTEC Diploma Foundation Studies in Art & Design, Isle College, Wisbech, Norfolk  
1989-1996: A-Levels: Art and Design, History, St John Fisher School, Peterborough  
1989-1996: GCSE: 10 passes, 4 B s, 2 C s, St John Fisher School, Peterborough

### Software Skills

Fully conversant in Photoshop, Illustrator, Flash, InDesign, Image Ready, Dreamweaver, Fireworks. I also have a good working knowledge of Quark Express, HTML, CSS. I am a keen, quick learner.

### Achievements

- Shortlisted – 2008 AOP Awards in London - “*Commercial Partnership*” of the year for the FHM and Nivea For Men - “*Really Useful*” campaign.
- Internal recognition – Joint second place “*Star of the month*” May 2007 for collaborative team work.
- Internal recognition – “*Star of the month*” Jan 2006 for work on the more fashion awards microsite.

### Leisure Interests

I enjoy socialising, travel, photography, film and music. I like to keep fit through dancing, pilates, horse riding and cycling.

My sabbatical allowed me to explore my passion for travel indulging in different cultures and cuisines. Experimenting with photography and documenting my experiences in a travel blog.

**Employment Details****Dec 2009 - Jan 2010**

Position

**Mama Group**

Contract Web Designer

Designed and directed the production of a new in-depth rock festival website called High Voltage.

**Sept 2009 - Dec 2009****Sabbatical Continued**

Three months traveling around Australia, New Zealand, Cook Islands, USA and Canada.

**June 2009 - Sept 2009**

Position

Clients

Role

**Independent Digital Media (Sydney, Australia)**

Contract Web Designer

Coty, Estée Lauder, Hopscotch Films, Lancome, Napoleon Perdis, Olay and Revlon

- Design and production of integrated advertising campaigns for Primped.com.au, including micro sites, rich media campaigns, brainstorming and concepting for pitches.
- Production of a "Look Book", a glossy thirty two page printed magazine promoting the editorial content of Primped.com.au, for a circulation of 50,000 at David Jones stores.

**Nov 2008 - April 2009****Sabbatical**

Six months traveling around China, Thailand, Cambodia, Vietnam, Laos, India and Singapore.

**Mar 2005 - Oct 2008**

Position

Clients

Role

**Emap Advertising/Bauer Media**

Senior Digital Designer

Adidas, Diageo, Chanel, Fiat, L'Oreal, Nivea, P&amp;G, Sony and the Emap/Bauer portfolio

- Responsible for a large number of projects at any one time.
- Worked closely with Digital Account Managers to produce bespoke digital solutions, from rich media campaigns to complex microsites.
- In-depth planning required with editorial teams to ensure integration of cross platform campaigns.
- Consistently met deadlines to client brief.

**Oct 2003 - Feb 2005**

Position

Clients

Role

**iVillage (UK) / Tesco**

Web Designer

Clairol, Giorgio Armani, Lastminute.com, Gillette, Nivea, Tesco.com

- Conception of iVillage.co.uk home page and site wide redesign, integrating usability results.
- Re-branding of the Community Cafe (Message Boards), which directly increased home page impressions by a 37.6% and reinforcing iVillage.co.uk as the leading website for women in the UK.
- Design of in-house and external rich media campaigns, sponsored advertorials, microsites, Flash games and HTML email campaigns.

**Jan 2002 - Oct 2003**

Position

Clients

Role

**bda**

Multimedia Designer

eismann, Heythrop Park, Inchmere Design, Cranfield University

- Developed corporate websites
- Produced interactive promotional Flash game
- Project Management experience

**Feb 2001 - Dec 2001**

Position

Clients

Role

**Open Cube / GG.com**

Web Developer

GG.com, GG-Media, Cranfield University, Space Interiors

- Constructed HTML pages
- Produced graphics, banner ads and interface design
- Design and construction of Flash interactive racecourse and facilities maps
- Produced hoarding advertisements, the Tote, and race cards for racecourses

**June 1999 - Feb 2001**

Position

Clients

Role

**Triad Design**

Web Designer

GG.com, Volkswagen IMO, Fairplace Recruitment, Nationwide, Towcester Racecourse

- Interface design
- Construction of corporate websites
- Project management involvement

**References**

Available on request