



# Rachel Laming

## Digital Designer

[Portfolio](#)



I am a passionate multi-skilled design specialist accustomed to performing in both agency and in-house environments. I have extensive project management skills, pride myself as a problem solver, I apply a strategic approach to getting results and I have experience across a vast range of sectors at a global level.

Working with Design Agencies and In-house Marketing Teams promoting brands, products and services, I have built a reputation as someone who has the creativity, experience and skills to deliver exciting concepts and ideas that surpass expectations, on time and within budget. I have the ability to absorb lots of information, understand the business needs and translate these into solutions to meet the needs of the ever changing world of online communications. I embrace new technology and platforms and see every project as a development opportunity.

I have managed projects of different sizes and complexity and have delivered these successfully by being able to plan, wire frame and test designs thoroughly and by working effectively both on my own and with a wider team. I have worked with Quark and Adobe Creative Suite throughout my career and have developed expertise with all packages. I have managed and built many websites including content management systems for an array of multilingual, multifunctional sites for a variety of clients and although not a developer I have built sites from scratch using Joomla and WordPress. I have experience with cPannels, FTP and can code in CSS, HTML, Javascript and when necessary can re-engineer in other languages. As well as a wealth of practical experience, I also have professional qualifications including an HND in Technical & Scientific Illustration.

On a personal level I am dedicated and committed to delivering the best possible outcomes, I strive for continuous improvement and aim to go above and beyond in everything I do. I have an engaging communication style and approachable personality that has enabled me to build excellent and sustainable working relationships, at all levels.



### Skills & Strengths

- Photoshop
- Illustrator
- InDesign
- Acrobat | Distiller
- Quark Xpress
- WordPress CMS + WPML
- Joomla CMS
- Dreamweaver
- HTML & CSS
- Technical & Scientific Illustration
- Photography & Art Direction



### Skills & Strengths

- 🖥️ Digital Designer | Web & Print
- ✍️ Conceptual & Strategic thinker
- 📷 Art Direction and Photography
- 🍏 Quark, Adobe CC, Photoshop, Illustrator, InDesign
- ☰ Web Design, HTML, CSS, Wire framing, UI, UX
- 🌐 Content Management systems (CMS), SDL Alterian, Joomla, WordPress + WPML (Multilingual)
- 🔄 Business Process Modelling (BPMN 2.0)
- 🎨 Highly skilled Illustrator, digital or traditional in any style

### Employment History

July 2016 to Present

#### Digital Content Specialist | bibliotheca, Global

Reporting to my Manager and the Global Marketing Team based in Minneapolis, USA my remit covers:

Build, maintenance and content management of multilingual websites Joomla & Wordpress (WPML), UX & wireframing

Design and artwork for multilingual collateral including brochures, data sheets, Liaising and co-ordinating content with regional marketing teams based around the world

Adwords, SEO and analytics reporting

2009 to July 2016

#### Web & Graphics Designer | Solutions SK Ltd, Stockport

Creation of concepts, campaigns

Copy writing for campaigns, literature, competitions, web content, newsletters and press releases

Producing corporate artwork, photography & illustrations

Project management, design and development of content managed web and Intranet sites

Dotmailer, SEO, Google Adwords campaigns and analytics

Process modelling for business work flows and IT systems

Feb 2005 to 2009

#### Activlingua & Promethean | Blackburn

Design and artwork for marketing collateral including brochures, data sheets, posters & artwork for exhibitions

Graphics & illustrations for teaching resources for eLearning

Responsible for visual/graphic content & corporate branding

Liaison with global partners for production of artwork in multiple languages and content creation for Corporate & multinational websites

June 2001 - 2005

#### Freelance Designer | North West UK

Activlingua - Concepts, designs, illustrations, creation of artwork for literature, exhibitions & eLearning resources

M4 Manchester City Council - Design and artwork

Essential Cuisine - Project management of website build

Swish UK - Design in store POS promotions, packaging

Riddell & Partners/Collin Walker/Kenmore - Design and production of brochures for Property Development projects

Fylde Police - Domestic Violence and ASB campaigns

Michelin Agricultural - Earls Court Expo, Concept Designs, visuals and artwork production for a major exhibition

Alliance and Leicester Business Banking - Direct Marketing and Business to Business campaigns

Sanderson (IT) - Advertising campaigns

Tecnolink - Packaging & Business to Business promotions

1993 to May 2001

#### Creative Director & Agency Owner of Origins & Mainstream Marketing Communications |Netherlands

New business pitching, customer liaison, Design and Art Direction on all projects, media buying and running of a broadcast quality video department.

Clients: Yamaha Motor, Ministry of Education, Quaker Oats Benelux, Kluwer Academic Publishing, Damen Leathers, Bandolera Fashion, The Hague and Dordrecht Councils

#### Wireframing, design, development and build of CMS websites (Joomla + WordPress)

🏠 <a href="http://yourcloudlibrary.com">yourcloudlibrary.com</a>	Design + Build
🏠 <a href="http://lalarmsecurity.uk">lalarmsecurity.uk</a>	Design + Build
🏠 <a href="http://annabelashley.co.uk">annabelashley.co.uk</a>	Design + Build
🏠 <a href="http://transforum-manchester.co.uk">transforum-manchester.co.uk</a>	Design + Build
🏠 <a href="http://outonsunday.co.uk">outonsunday.co.uk</a>	Design + Build
🏠 <a href="http://bibliotheca.com">bibliotheca.com</a>	Design + Build*

\*Presently redeveloping this site from scratch in WordPress using WPML multilingual translation management into 28 languages.

#### Contact details

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Get in touch