

# NAOMI FINN

## Senior Digital Designer

A passionate designer with a love of problem solving, and a lifelong obsession with beautiful design.

## EDUCATION

2017

### UX Certified (Interaction Design Speciality)

Nielsen Norman Group

- NN/g Brand as Experience
- NN/g Communicating Design
- NN/g Generating Big Ideas with Design Thinking
- NN/g Omnichannel Journeys and Customer Experience
- NN/g The Human Mind and Usability
- NN/g UX Basic Training
- NN/g User Interface Principles Every Designer Must Know

2007 – 2010

### BA (Hons) Graphic Design

University of Portsmouth

- 2:1 Award
- Designer for the University Magazine 'Pugwash'
- Exhibited in Brick Lane, London

2006 – 2007

### Foundation in Art & Design

University for the Creative Arts

- Merit Award
- Specialised in Graphic Design

naomifinn.com

07811 241422

naomifinn@me.com

linkedin.com/in/naomi-finn

## HIGHLIGHTS

- Wireframed and designed the multi-device ecommerce website for Jacques Vert Group which won a Drapers Award for 'Best Website Redesign/Relaunch 2015'.
- Created the extensive company digital brand guidelines for Lily's Kitchen.
- Received UX certification for 7 topics on an NN/g UX Course in March 2017.
- Creative lead for clients; George at ASDA, ASDA and Hunter Boots USA. Designer for Accessorize, Avenue 32, Ben Sherman, Firetrap, Goldsmiths, Habitat, Hunter Boots UK & USA, Mappin & Webb, Monsoon, Milk&more, Penhaligon's, Uniqlo and White Stuff whilst at Biglight.
- Campaign Director for a theatrical charity. Worked with the show's production team to design and direct all campaigns and visual identity for a variety of musical productions for almost 5 years. One of the campaigns was nominated for a National NODA Award.
- Pitched and designed 20+ campaigns for Lily's Kitchen from concept to publication.
- Invited to be one of 12 company Culture Leaders within Paymentsense, representing the Marketing department.
- Awarded by the CEO of Paymentsense for going 'above and beyond'.
- Creatively directed the company-wide rebrand of Vertx in Austin, Texas.

## EXPERIENCE

### Lily's Kitchen (Pet Food Supplier, London)

July 2019 - Nov 2022

#### Interim Head of Digital Design (final 6m) & Senior Digital Designer (Freelance)

- Ideate and develop new and innovative multi-touchpoint digital campaign ideas to increase and improve conversion online, across multiple channels, working collaboratively with the ecommerce and marketing teams.
- Continuously refresh the business-wide digital brand guidelines, including writing and designing all content, for internal, national and international use online, approved by the Head of Design.
- Moved the digital team onto Sketch and Sketch Cloud to reduce design time by 70%; training all digital designers, and external teams to use the software; implementing libraries and ways of working to keep the business up to date with design technology.
- Provide artistic direction; pitching and articulating design choices for campaign guidelines, including product launches, promotions, brand awareness and seasonal campaigns, working alongside the marketing and ecommerce teams to ensure high performance across all digital channels externally and internally.
- Promote a collaborative approach for all digital campaigns, between ecommerce, marketing and the print team, by working closely with the Studio Manager to maintain continuity.
- Introduced the use of playful animation to take the brand in a new direction, appealing to younger generations; which subsequently increased engagement and conversion online.

### The Uspire Group (Coaching Consultants, London)

Nov 2018 - July 2019

#### Senior Digital Designer and UX Consultant (Contract)

- Implemented an internal networking platform to support and improve the interaction for learners and coaches, moving the experience to be entirely online.
- Mapped out the full online experience, and developed user journeys and guidelines.
- Successfully presented the platform to the organisation and onboarded all clients.

### Paymentsense (FinTech, London)

Nov 2015 - Sep 2018

#### Lead Designer (Aug 2017 - Sep 2018)

#### Senior Digital Designer (Nov 2015 - Aug 2017)

- Collaborated with the Customer Experience team to improve the customer journey, covering the full range of touchpoints.
- Improved and tested the digital user journey and information architecture, through wireframe rapid prototyping, user testing and developing optimal content alongside PPC and SEO Managers.
- Determined optimal landing page layouts to increase conversion for PPC and Google Search, through user testing, briefing the developers for publication.
- Promoted to Lead Designer, and grew the team from two to eight creatives.
- Set digital and print standards for all design output and created simplified brand guidelines for use throughout the organisation and externally.
- Developed the main campaign message and story for the partnerships programme, encouraging B2B partners to be part of the paymentsense network.
- Maintained strong relationships with Copywriters, Customer Experience team, Digital Marketing team, Internal UX Designers, Developers and Sales Managers.
- Worked directly with the CEO and Head of Marketing to start the creative rebrand process, by analysing the customer research and proposed customer experience.

# NAOMI FINN

## Senior Digital Designer

A passionate designer with a love of problem solving, and a lifelong obsession with beautiful design.

### SKILLS

- Creative digital problem solving
- Ability to see the big picture
- Recognising brands and campaigns, to create designs accordingly with appropriate use of messaging, colour, style and typeface
- Pitching and presenting new ideas
- Bold campaign conception and design
- Leadership and management
- Ability to prioritise and organise own workload, meet deadlines and self-direct
- Art direction
- Company re-branding and brand guidelines
- Ability to work in fast paced environment
- Remote working across timezones
- Multi-channel design
- Communication and collaboration
- An eye for detail, precision and engaging design
- Responsive digital design
- Ability to remain calm under pressure
- Passionate designer with a love of clean, considered design
- Sketch and Sketch Cloud
- Figma
- Adobe Creative Cloud Suite
- Agile working
- Print design - small and large format
- Video editing and animation
- HTML email building / website building, hosting and CSS
- Digital photography manipulation
- Microsoft Office and Sharepoint, Google Drive and Apple App's

### FUN FACTS

- Lucky enough to have travelled to a variety of destinations including; China, India, Africa, USA, Canada, Australia, the Middle East, Indonesia and Europe
- Have visited 40 states in the USA
- Sang in the Vatican, Rome as part of Lumen choir
- Recorded an album with Lumen choir for Spotify and Apple Music
- Have a 1yr old cat named Moose
- Walked the 30k Thames Challenge to raise money for the Macmillan charity
- Performed in 8 amateur dramatic musicals
- Frequently sing with West End cast members at LMTO (London Musical Theatre Orchestra)
- Watched 3 events at the London Olympic Games
- Attended Aston Martin's Centenary Celebration at Kensington Gardens

naomifinn.com

07811 241422

naomifinn@me.com

linkedin.com/in/naomi-finn

#### Jacques Vert Group (Fashion, London)

Sep 2013 - Nov 2015

##### Design Team Leader (Dec 2014 - Nov 2015)

##### Digital Team Leader (Sep 2013 - Dec 2014)

- Promoted to Design Team Leader after 14 months.
- Redesigned and implemented a multi-branded responsive website, which **won a Drapers Award** for 'Best Website Redesign/Relaunch 2015'. The website was designed to contain 7 separate brand websites but with 1 simple checkout for all brands, and suitable across all devices.
- The redesign also included a responsive 5 step checkout, which was designed to simplify the complicated checkout process into a seamless experience.
- Led, conceived and created digital campaign designs, editorial website design, digital branding, editorial email design and engaging digital content.
- Ensured consistency across the website and all digital assets, to align with instore POS and brand photography and graphics.
- Improved the briefing process and created a more consistent design approach across the team.
- Implemented strong and seamless relationships between the design team, content team, developers and online merchandisers.

#### Centre Stage London (Theatrical Arts Charity)

Feb 2013 - Sep 2017

##### Campaign Director, Designer, Marketing Manager and Member of the Board of Trustees

- Rebranded the charity.
- Directed multi-touchpoint marketing campaigns for each production, from concept to publication for online, print, and video, working alongside the production teams.
- Filmed and edited videos to further promote each production.
- Redesigned and redeveloped the website in keeping with the new brand for desktop and mobile and directed traffic to the site for ticket sales.
- Managed and guided the Social Media and Communications Executives.
- The campaigns successfully sold out every show marketed and promoted.
- The campaign for Ghost was nominated for a NODA award.
- I was nominated for the 'Young Person Under Thirty Contribution to a Musical Theatre Society' award by NODA in 2014.
- Centre Stage London's campaigns have become the benchmark in this field.

#### Biglight (Ecommerce, Digital, UX Agency, London)

Jan 2011 - Sep 2013

##### Web Designer

- Creative lead for clients; George at ASDA, ASDA and Hunter Boots USA. Designer for Accessorize, Avenue 32, Ben Sherman, Firetrap, Goldsmiths, Habitat, Hunter Boots UK & USA, Mappin & Webb, Monsoon, Milk&more, Penhaligon's, Uniqlo and White Stuff.
- Creatively led the pitch team for George at ASDA, developed concepts for their website, and photography. We won the pitch and redesigned the website.
- Brand guardian for George at Asda online. Produced, developed and rolled out their digital brand guidelines.
- Launched new email marketing campaigns for Hunter Boots UK and USA. Opportunity to create campaigns for a different market, in the USA. Undertook user testing to successfully improve CTR and Conversion.

#### RBI (Media House, Sutton)

May 2006 - Sep 2006

##### Freelance Graphic Designer

- Conceptualised and created consistent multi-size editorial designs for magazines.
- Directed product photography for collections featured in Travel Magazines.
- Design conception and creation for a number of businesses associated with RBI.

#### John Thompson & Partners (Architects, London)

May 2005 - Sep 2005

##### Design Assistant and Freelance Photographer

- Working as part of a small team to set up the internal image library.
- Photographer for community planning events and architectural site visits.
- Production of brochures for Architectural events.