



MURRAY MITCHELL

SENIOR DIGITAL DESIGNER



PORTFOLIO

 www.superlative.co.za
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CONTACT

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PROFILE

- A passionate and motivated digital creative with over 10 years of top-end industry experience.
- An expert in the digital arena, specialising in interface & UX design, wireframing & prototyping, responsive web design, web & mobile apps, digital brand strategy and email marketing.
- Strong conceptual, prototyping, design and communication skills. Well liked in an office environment with a good sense of humour and approachable manner. Can confidently work in collaboration with stakeholders including clients and fellow team members.
- Designing and developing projects from inception to production and final delivery, ensuring that all work is on brief, effective and on time.

SKILLS

- Interface & UX Design
- Wireframing, Prototyping & User Journey Design
- Responsive Web Design
- Web & Mobile App Design
- Digital Brand Development
- Email Marketing
- Banner Advertising
- Experience with CSS & HTML

SOFTWARE

- Adobe Creative Suite
- Sketch
- Balsamiq, InVision

EXPERIENCE

Pictura Creative

Sydney, March 2016 - Present

A small digital and print agency based in Sydney.

www.pictura.com.au

Senior Digital Designer

Lead designer entrusted with a variety of digital projects from complete responsive website rollouts to eDM's and banner campaigns. I work closely with a team of developers to ensure projects are delivered on time and on budget, along with maintaining design and brand consistency from start to finish.

My responsibilities include:



- Sketching, wireframing and conceptualising new projects based on client briefs
- Incorporating usability and general web good practice techniques
- Presenting finished artwork to clients including those in other countries

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Allan Gray

Cape Town, Nov 2014 - Feb 2016

Largest privately owned investment company in Africa.

www.allangray.co.za

Superlative (Freelance)

Cape Town, 2008 - 2014

I freelanced under the moniker "Superlative"

www.superlative.co.za

Stonewall+ (now Native)

Cape Town, 2007

One of Cape Town's leading digital agencies.

www.nativevml.com

Senior Digital Designer and UX/UI Design Lead

Principle UX and digital designer. I worked closely with a large team of developers, business analysts and project managers. Responsible for concept, art direction and design of a new responsive corporate website.

Selected Accomplishments:

- Successful and well-received delivery of new corporate and investor website, designed from the ground up with extensive prototyping and user-testing.
- Implementation of a digital styleguide document to guide other internal teams.
- I presented regular educational talks for junior designers, developers and other team members outlining key digital design philosophies, theory, UX best practices and why these are important in the business.

Freelance Senior Digital Designer and Consultant

A successful freelance career spanning 6 years. I worked with a range of clients directly as well as doing work for various digital agencies such as Punk (King James) and Publicis Machine. Day-to-day work experience comprised of digital marketing and consulting, responsive website design, email marketing (design & analytics), UX consulting and design and the occasional bit of HTML/CSS coding.

Selected Accomplishments:

- Successful website redesigns and digital brand campaigns for Hetzner (SA's leading website hosting provider), spanning a period of 6 years.
- Liaised and project managed third-party developers for successful responsive website implementations.
- Lead many new business campaigns, netting high profile clients against stiff local competition.
- Received personal commendations from several clients.

Digital Designer

Before taking the plunge and diving into the freelance world, I worked briefly at Stonewall+ as a middle-weight web designer. I worked on a variety of jobs, some corporates such as Investec, to designing Stonewall's new website itself. My role included web design, intranet design and some basic Flash site design and banner advertising.

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Dean & Dickinson

Cape Town, 2007

A digital agency founded by Matthew Ross (now ECD at King James)

Digital Designer

At D&D, my responsibilities included concept development for digital campaigns for South African, UK and international clients. These utilised varied mediums including banner ads, brand experience and promotional websites, emailers and pitch work. Occasionally I was required to help in the development of certain time sensitive projects by way of producing valid XHTML/CSS code and ActionScript Flash coding. I was entrusted with projects from the start to the end of their creative cycle as well as hand-over (and quality control) to the development team. Clients included: Hetzner, ADDIS, Coca-Cola, Cosmopolitan, David Khalili, Landal, M1 Management, Hobsons.

Arctic Circle

Cape Town, 2006 - 2007

One of Cape Town's leading TTL agencies in the 2000s

Digital Designer

At AC I worked in a small digital team of three designers and a creative director. My responsibilities included brainstorming new digital strategies, concept and execution of websites, banner ads, email campaigns and pitch work. I also developed newsletters, banner ads and websites in valid XHTML/CSS code or in Flash to meet strict client deadlines. Clients included: University of Stellenbosch, Navigator Films, Grande Roche, Arctic Circle rebranding.

EDUCATION

Maritzburg College
1997 - 2002

● Matric Exemption with full merit.

REFERENCES

Athena Turner

Marketing & Communications Manager at Hetzner
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Matthew Ross

Executive Creative Director at King James
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