

# STUART MCINNES

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## PROFILE

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A full-stack designer specialised in cross-channel digital platforms - web, UX/UI, email, video, motion graphics with knowledge of B2B/B2C marketing, advertising, elearning and e-commerce. Able to work on his own initiative and as part of a team. Enthusiastic and hardworking with hands-on experience of digital design and editing + animation packages.

### 14 YEARS EXPERIENCE & ADVANCED KNOWLEDGE IN

WEB	FRONTEND DEV IN HTML & CSS, UX, UI, RESPONSIVE WEB + EMAIL
GRAPHICS	PHOTOSHOP, ILLUSTRATOR, INDESIGN, ADOBE CC, SKETCH
UX	AXURE, SKETCH, BALSAMIQ, MARVEL, INVISION + PAPER
VIDEO	FINAL CUT PRO, PREMIER PRO, AFTER EFFECTS, MOTION

## EMPLOYMENT EXPERIENCE

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### **Squaremeal / Imbibe / SWA (Digital Design & Production Manager – UX/UI)**

February 2011 – April 2017

South London

- Designed responsive web design solutions for company website.
- UI design of e-commerce SM app (iOS + Android) - concept creation, prototyping/user journey, UX + final UI.
- Created extensive UX user-flows, developed website touch points, built wireframes/prototypes for user-testing + research.
- Brand custodian of Squaremeal (SM), Squaremeal Venues & Events (SMVE), Imbibe, Sommelier Wine Awards (SWA) & Best Bars.
- Online design management and production for Imbibe, SMVE and SM.
- ECRM management, responsive HTML email builds for Imbibe, SMVE, SWA and SM + data/stat-driven e-marketing solutions.
- Design graphics, infographics and 'shareable' content for cross-channel social platforms (Facebook, Twitter + YouTube).
- Video direction, filming, production and editing of company videos – interviews + events.
- Double-click campaign web banner builds – various brands + cross-platform rich media banner design

### **Galvanize Digital Solutions, formerly Steely Eye (Creative & Digital Design)**

September 2010 – December 2010

West London

- E-commerce mobile web design for large international brands including a well-known British fashion house Burberry.
- Concept development and UX + wire framing for pitch work.
- UI mobile app design (iOS + Android).
- Rich media banner design for web and mobile platforms.

### **Fixedia Group Ltd (Web, Graphic and HTML email design)**

November 2009 - August 2010

West London

- Design and overseeing the further development of professional social media networking site.
- HTML email design for business development and marketing.
- Web advertising and rich media banner design.
- Working with international team of developers, programmers and Word Press developers.
- Facebook group management and landing page design.

### **Freelance Projects (Various industries)**

November 2008 – Ongoing

- Book trailer video editing + animation for publishers Hodder & Stoughton including best-seller The Arab of the Future by Riad Sattouf.
- Multi-language educational video editing + graphics for Teach Yourself Languages Online (TYLO).
- Commercial site design for a structural engineering consultancy Davies Maguire + Whitby.
- B2C web page design for educational publisher Mary Glasgow Magazines.

- Filming and editing of multi-language educational web videos, and creation of animated introductions for publisher Scholastic UK
- Designing multi-language educational web videos and animated introductions (Scholastic UK).
- JOOMLA website design & site photography for Johal & Co accountants.
- Design and development of iOS apps and games for various clients.

**Digital Designer (Graphics and Video) – Jeego (Sharpcards Ltd)**

July 2005 – November 2008

Notting Hill, London

- Designing of Ecards, animation and wallpapers for international mobile operators such as O2, Vodafone, Telefónica and Sprint. Produced Ecard app for Java and Symbian platforms in several languages.
- Developing static, animated and video content using well-known global brands such as Disney, CN, Purple Ronnie and Forever Friends.
- Creating multi-language company video promos for B2B Biz Dev and marketing.
- Responsible for mcard brand presence on telecom live portals and manager of company/section banners.
- Key achievements - Maximised resizing/encoding and production by 400%, designer of a multi-language Ecards app with minimum 150,000 mobile handset exposures.

**Various Freelance Projects**

January 2005 - July 2005

**Graphics Assistant (Contract) – Jetix Europe Ltd (Disney)**

November 2004 - January 2005

Chiswick, London

- Developing motion graphics for promos for use on-air using well known global brands such a Power Rangers, Lego, and Super Robot Monkey Team.
- Creating broadcast animations and commercial materials (including sponsorship billboards).
- Designing marketing materials (DPSs, advertorials and magazine inserts) for channel re-branding launch (Fox Kids to Jetix).

**Research Executive/Brand Designer – Winmark Ltd**

January 2004 – November 2004

Hammersmith, London

**Runner/Dispatch Assistant - Grey London**

April 2003 – January 2004

Gt Portland St, London

**Work Experience in Graphics/Production – Fox Kids Europe Ltd**

March 2003 – April 2003

Euston Road, London

EDUCATION/TRAINING

**Guardian Masterclass – UX design**

Feb 2013

**W3C Certificate in Mobile Web design Best Practice, Cambridge**

Sept 2009

**Advanced Web design - XHTML & CSS**

Sept - Nov 2009

**HND Multimedia. Design in graphics, web & multimedia. Video Production & Photography**

1998 – 2000

Interests: Photography, environment (Certified Permaculture Designer), Bagua Quan, film, food and urban art.

Short-listed for **Landscape Photographer of the Year 2009**.

References available on request