






## Profile

<b>Name</b>	Chris Judson
<b>D.o.B</b>	December 1985
<b>Nationality</b>	British
<b>Favourite Drink</b>	Yorkshire Tea

## About Me

- 12+ years excellent industry and studio experience client side
- Passionate about simple grid-based design & typography
- Genuine enthusiasm for all aspects of design and emerging digital technologies
- Eager to add value and learn new skills to accomplish new challenges
- Team player, able to work autonomically with the ability to train and lead others
- I proudly run my freelance and Wedding Stationery business to help constantly push my own boundaries

## Find Me Online

-  [chris-creative.co.uk](http://chris-creative.co.uk)
-  [linkedin.com/in/cjudson/](https://linkedin.com/in/cjudson/)
-  [chrisjudsoncreative](https://chrisjudsoncreative)

## My Employment Journey

NOW

### GRAPHIC DESIGNER

**Nectar Creative, LEIGH**

After many successful and enjoyable years at Sports Direct/Robinsons, I was keen to expand and test my skillset by working in an agency environment and working with an exciting variety of clients

15-16

### EMAIL DESIGNER & DEVELOPER

**Sports Direct, WIGAN**

Senior designer taking lead on email design and development in the Specialist Sports - Equestrian department of Sports Direct.

- Bespoke design/build of HTML/CSS responsive email templates with ESP knowledge of Epsilon, CheetahMail/Experian. Responsible for email list segmentation, campaign sending and metrics analysis using Google Analytics and Return Path.
- Responsible for the creation of digital artwork for website landing pages, social media and affiliate artwork. Responsible for product imagery re-touching
- Involved in print-based marketing projects such as double-page spread magazine advertising and direct mail

07-15

### GRAPHIC DESIGNER

**robinsonsequestrian.com, WIGAN**

Designer taking lead on email design and development. A key producer of print and digital projects for a multi-channel e-commerce mail order company.

- Custom design and build of HTML/CSS responsive emails using Photoshop and Dreamweaver. Experience of using Litmus for email testing and campaign analytics. Knowledge of Google Analytics for email marketing reporting of metrics and trends
- Responsible for email list segmentation and cleaning
- Produces artwork for website, landing pages and social media
- Design mail order catalogues and direct mail

2007

### GRAPHIC DESIGNER

**Apollo Print Design, WIGAN**

- An opportunity to explore the world of print in more detail, from plate and film making to lithographic and digital printing
- A chance to work with local clients such as Wigan Athletic

06-07

### CREATIVE ARTWORKER

**Nitecrest, LEYLAND**

- Designing phone, membership and banking cards for international clients
- Evolving and maintaining the brand identity of the business and actively engaging in marketing promotions and materials

02-06

### STOCKROOM MANAGER

**Burton Menswear and Dorothy Perkins, WIGAN**

A multi-channel, e-commerce designer, specialising in design across email, digital and print

Interpersonal Skills

- Creative
Reliable
Efficient
Resourceful
Business focussed
Adaptable
Highly motivated
Empathetic

Interests & Hobbies

When I'm not doing the job I absolutely love, in my spare time I

- Persue a keen interest for web design and development, which i'm also self-funding courses to become more proficient
Love to play football for a local 5-a-side team and a Wigan Athletic season ticket holder
Walking my best friend, my Jack Russell, Charlie - you'll find him on my instagram, everywhere
A passion for new technology
A keen interest for exploring new places, cities and cultures especially Amsterdam, Barcelona and by far...New York

My Eductaion & Training

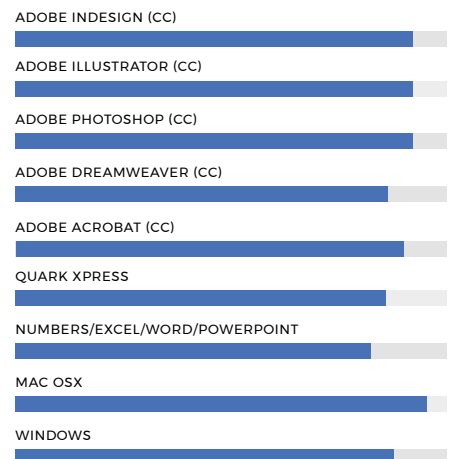
I have a immense passion for training and education. I am always looking for new ways to help myself add extra value to the business as an employee. And once I've gained a new skill, I feel there's something enormously rewarding about passing these skills on to other team members.

Timeline of education and training from 1997 to 2012, including GCSEs, A-Levels, HND Graphic Design, Business & Administration NVQ Level 2, and e-Marketing & Responsive Email Design courses.

Key Skills

- Email design & development HTML/CSS
Hand coded, responsive email builds
Branding and identity
Print and web advertising
Catalogue design
Brochure, flyer and leaflet design
Retail signage and poster graphics
Presentations
Packaging design
Logo design
Direct mailing design
Email marketing analytics
Google Analytics, CheetahMail, Interspire, Epsilon, Return Path
Confident on both MAC oSX & Windows based operating systems

Software



## Code fixes

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### GLOBAL

1. Duplicate code syntax on line 2:  
`xmlns="http://www.w3.org/1999/xhtml"`

2. The 'ManhattanSlots.com' Awards 2018 desktop image causing the email on mobile to be wider than necessary.

We can either add a class to hide on mobile: **display: none !important;**  
or

We could add the css code: **width:100%;** within the <img> to make the image responsive

3. I have **added 10px padding** to the 'Hi First Name' personalisation TD as on mobile it *touched the edge of the screen*. I also did this to the two content blocks for 'Award 1' and 'Award 2'.

### OUTLOOK 2013 (WIN7)

1. Red CTA 'Button 1' does not render properly.  
Amended the code to include the correct box sizing for the CTA whilst maintaining the gradient colour values.

### GMAIL (ALL)

1. The Chat, Phone, EMail CTA buttons are not in-line on desktop.  
I am trying to get these buttons to display inline on desktop, but not managed to find a fix so far.