



Chris Judson

A passionate, hard-working and experienced multi-channel graphic and digital designer



Profile

Name Chris Judson

Location Wigan

Favourite drink Yorkshire Tea

About me

- 18+ years excellent industry and studio experience in house and agency
- 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
- Collaborative team player, who is able to work autonomously with the ability to train and lead others.

Connect with me



chris-creative.co.uk



linkedin.com/in/cjudson/



chrisjudsoncreative

My employment journey

NOW

LEAD GRAPHIC & DIGITAL DESIGNER

Your Housing Group, Birchwood

EMPLOYEE OF THE YEAR 2019

- Working in-house in the Social Housing sector as a Graphic and Digital Designer Lead.
- Part of the Communications, Engagement and Marketing team, for an organisation that aims to improve people's lives.
- Working with video production and animation, print projects and website development via Umbraco.
- Leading the creative team on tasks include designing for web, social media, site signage and internal/external events.

17-18

GRAPHIC DESIGNER

Nectar Creative, Leigh

- Successfully working in an agency environment with an exciting variety of clients, including Education, Health/Science and Wildlife.
- Working on print and digital projects to demanding deadlines, liaising with printers to achieve value of money.

15-17

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.
- Involved in print-based marketing projects such as double-page spread magazine advertising and direct mail.

07-15

GRAPHIC DESIGNER

robinsonsequestrian.com, Wigan

- Working on both print and digital projects for a multi-channel e-commerce mail order company.
- Primarily working on seasonal printed catalogues, from designing covers, spreads to arranging photoshoots, and using Photoshop to retouch images.
- Produce digital assets for website, landing pages and social media.
- Designing direct mail, product packaging and instore retail POS.

2007

GRAPHIC DESIGNER **Apollo Print Design, Wigan**

06-07

CREATIVE ARTWORKER **Nitecrest, Leyland**



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Interpersonal skills

- Creative
- Reliable
- Efficient
- Resourceful
- Business focussed
- Adaptable
- Highly motivated
- Empathetic.

Interests & hobbies

- Pursue 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.

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Key Skills

- Website CMS (Umbraco and Wordpress)
- Adobe XD
- Branding and identity
- Print and web advertising
- Catalogue design
- Brochure, flyer and leaflet design
- Retail signage and poster graphics
- Email design & development HTML/CSS
- Hand coded, responsive email builds
- Presentations
- Packaging design
- Logo design
- Direct mailing design
- Email marketing analytics
- Google Analytics, CheetaMail, Interspire, Epsilon, Return Path
- Confident on both MAC & Windows OS

Software

ADOBE **INDESIGN** (CC)

ADOBE **ILLUSTRATOR** (CC)

ADOBE **PHOTOSHOP** (CC)

ADOBE **DREAMWEAVER** (CC)

ADOBE **ACROBAT** (CC)

ADOBE **PREMIERE PRO**

ADOBE **AFTER EFFECTS**

ADOBE **XD**

NUMBERS/EXCEL/WORD/POWERPOINT

My education & 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.

2012

e-MARKETING & RESPONSIVE EMAIL DESIGN

ADOBE CERTIFIED TRAINING, MANCHESTER & LEEDS

- A self-funded course in order to further enhance my existing email developer skills to keep up with current market trends.

04-06

HND GRAPHIC DESIGN

WIGAN SCHOOL OF THE ARTS, WIGAN
DISTINCTION

02-04

A-LEVELS

ST. JOHN RIGBY COLLEGE, WIGAN
Business Studies - B | Art - A | Graphic Design A*

97-02

GCSEs - 14 Grade A* to C

ABRAHAM GUEST HIGH SCHOOL, WIGAN