

# andrew HILLS

ux design · visual design · branding · print design · illustration · copywriting · advertising · presentations · training · strategy

*“I’ve been earning my keep as a design and communications professional for over seventeen years, delivering fresh and engaging solutions for agencies, corporate and banking clients, international corporations and small local businesses. My natural talents are problem solving and visualisation, developing products and campaigns from conceptual brain-storming to imagineering pixel-perfect designs and producing immersive experiences.*

*My design toolkit includes user centred practises; facilitating workshops, illustrating user journey maps, sketching wireframes, prototype creation and user testing. I’m an exponent of Agile Principles for the design and development of customer focused user experiences, utilising the iterative approach of Scrum methodology. My broad range of professional skills and an in-depth appreciation of technical and production processes enables me to provide cohesive creative direction and project management.*

*Fundamentally, I’m passionate about what I do and enjoy challenging briefs, tenaciously investigating requirements, testing concepts and engaging with stakeholders; to ensure that a project delivers suitable and successful products that satisfy scope and meet the demands and expectations of the market.”*

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**Born in Kent during the summer of 1975. [41]**

**Married Emma (PR Director) in December 2010.**

**One child, Poppy, born in November 2011. [4]**

**Live in Suffolk, with our dogs Buster and Charlie.**

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**2000 – 2001 PDip Art Direction & Copywriting**  
West Herts College (Watford)

**1994 – 1997 BA Criminal Justice & Policing**  
University Of Central England (Birmingham)

**1993 – 1994 Foundation Art Studies**  
Buckinghamshire College (High Wycombe)

**1989 – 1993 A’level Art, History & English**  
Dr Challoner’s Grammar School (Amersham)

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**2015 – 2016 Creative & Comm’s Lead - Lloyds Banking Group [London]**

Recruited for a full-time six month contract to the Customer Journey Transformation Programme, this senior role was established for me to provide creative expertise for the development of a new digital onboarding ‘journey’ for Lloyds Bank Commercial Banking. The programme was designed to deliver radically streamlined processes and a market leading customer experience, developed using Agile Principles and the sprint cycles of Scrum.

**2007 – 2015 Freelance Creative [Suffolk]**

Consultant to Sony Europe; developing corporate user experiences and intranet sites. Communications Officer for Frontier Mining Limited; website, presentations, reports and PR. Established a local client-base and continue working with London-based multinationals.

**2001 – 2007 Freelance Creative [London]**

Creative placements with advertising and design agencies; Mother, Saatchi & Saatchi, WTCS, GA Design and Finex. Long term corporate placements with Deutsche Bank, Merrill Lynch and Mercer. Developed a portfolio of private clients in the City, predominantly AIM listed natural resources companies and their advisers.

html5 · css3 · bootstrap · wordpress · axure · sketch · dreamweaver · photoshop · illustrator · indesign · powerpoint · word · excel

CADLOW  
ENCLOSURES

FYE BRIDGE

accentis  
CHARTERED ACCOUNTANTS

HEYWOOD  
HEALTH & FITNESS

APPRECIATING CLASSICS



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## PREVIOUS CLIENTS

Amur Minerals

Aviva

BBC

Bartle Bogle Hegarty

Cardinal Resources

Cinemage

Deutsche Bank

EVA Entertainment

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## *Recent Work* DIGITAL, BRAND & PRINT

I've been fortunate enough to work with both local businesses and larger London-based clients over the past 18 months, allowing me the freedom to create company identities from scratch and the experience of working within some well-crafted corporate guidelines and strategies.

I designed brand identities and responsive websites for Accentis, Appreciating Classics, Cadlow Enclosures, FyeBridge and Heywood Health & Fitness; producing several sites in collaboration with independent WordPress developers.

The music charity AMIS requested an overhaul of their magazine newsletters and a luxury hotel group recruited me to develop animated presentation templates for nine of their primary brands.

Sony requested training, to allow them to develop bespoke corporate intranet pages, in addition to me creating promotional materials to engage their staff with information security initiatives.

Prior to my recent contract at Lloyds Banking Group, transforming user experiences, I produced webinars for Lloyds Bank.

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PREVIOUS CLIENTS

ETSU

Eurasian Fertilisers Group

Finex Communications

Fleishman Hillard

Frontier Mining

Fox-Davies Capital

GA Design

Grey London

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## Sony BREACH

Breach is unique learning experience developed to encourage staff to actively address information security issues. Roll play immerses trainees in the plot of *'a sinister tale of corporate espionage'* to highlight the immediate and very real threat posed by exposure of company and personal data.

The aim was to create an engaging and informative training experience that spread virally throughout Sony, rather than by compulsory participation. The key driver in the brief was to change staff behaviour toward information security and encourage widespread awareness and pro-activity.

Delivered in five chapters, with a total run-time of approximately ninety minutes, Breach identifies Sony security protocols and explores the issues related to social media, mobile devices, system failures and cloud computing.

I wrote the story and all of the content, designed and built the interface and produced all of the graphics; including animated comic frames, ebook and web pages, and a mock email inbox.

PREVIOUS CLIENTS

- John Charcol
- Lotus Motorsport
- Marks & Spencer
- Mercer
- Merrill Lynch
- Mother
- National Trust
- NHS



Sony PIM

The Personal Information Management site is a information security training portal on Sony’s corporate SharePoint intranet.

Working closely with the Information Risk Management team and Information Systems Europe, I developed a new seven stage process for managing projects associated with personal information and incident guidelines that mirror the seven stages.

I based the designs of the PIM brand and training portal on a transport concept to reference a *personal information journey*, utilising graphic cues from the London Underground map and elements from the TFL website.

The PIM logo, with a repeated dot on the ‘i’, reinforces the seven stages of both the data management process (journey) and the incident guidelines, using perspective to represent windows of a train carriage in motion.

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PREVIOUS CLIENTS

- Notonthehighstreet
  - OPM
  - Saatchi & Saatchi
  - Sainsbury's
  - Salade
  - Sony Europe
  - Starwood Hotels
  - Sumin Resources
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## *Sony* INTERNAL COMMUNICATIONS

Working with different corporate departments at Sony Europe in Weybridge and Basingstoke to develop intranet sites and training programs.

I was recruited for my first project at Sony to work in partnership with a team of design and development contractors and the Human Resources department, providing project management and production skills to create the MyWorkstyle SharePoint site.

The success of the HR site generated other projects that I tackled independently, including intranet sites for the Strategy Office, Information Risk Management and End User Services, in addition to collaborating with SharePoint developers in India to create a database driven *Internal Net Promoter Score* interface for the Customer First initiative.

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PREVIOUS CLIENTS

- Sunkar Resources
  - Taurex Resources
  - Thomson (TUI)
  - Virgin
  - WTCS
  - Westec International
  - Women Millionaires' Club
  - Wordlink
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## *Frontier Mining* COMMUNICATIONS OFFICER

*Providing full design and communications services to an AIM listed copper mining company, working with the senior management team in London and the operations team in Kazakhstan.*

Originally hired to re-brand the company in 2004, I created the Frontier eagle to represent the union of Kazakh natural resources and the US management team. The project included designing corporate stationary, electronic templates, investor presentations and the Annual Report. Frontier also commissioned me to produce and direct a short film, promoting the company to fund managers and investment banks.

My role expanded over the following eight years, to include the design and build of the website, creating presentations, drafting RNS announcements, writing and producing shareholder newsletters and liaising with shareholders, investors and market commentators on behalf of the Board of Directors.

Thanks for taking the time to read my CV.

Any questions? Call me on:

07767 662 607



## *Private Clients* BRAND DESIGN

Creating all of the elements a client will need to build a brand and make their mark, from a logo to complete guidelines, associated graphics and copy, product identities, stationery, document templates, digital media, signage, vehicle decals, commercial exteriors and interiors.

My brand designs are rooted in stories that evoke the nature, history, or products of a business; memorable anecdotes that can capture the imagination of a target audience, reinforcing identity and encouraging awareness.

I work closely with clients to establish an explicit creative brief, utilising a straightforward Q&A process to elicit the fundamental essence of a company.

Further to exploring a narrative, I focus on technical execution to deliver crisp and distinctive brand elements, defined by specific proportions and colour swatches to ensure visual balance and effectiveness across all media.