



# kayleehawkins

digital designer

## Profile:

I am a creative, motivated and hard-working Digital Media Design Graduate with a passion for digital design and sport. Since graduating from Bournemouth University in 2016, I spent a year in work managing triuk.com, The World's Largest Triathlon Store. I have a passion for Website Design, Graphic Design and UI/UX design. Skilled within the Adobe Creative Suite, I also have a good understanding of Front-End Development: HTML, CSS, Javascript and PHP.

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## Current Work:

### **TRI UK, Yeovil**

August 2016 to August 2017

- Managed **triuk.com** website through a custom CMS platform
  - Site management and maintenance - regularly added new products and optimised as required
  - Used Adobe Creative Suite to produce new desktop and mobile designs, as well as create digital promotions and banners for the website and social media platforms
  - Created print posters to promote special deals in store (17,000 sq ft of retail space)
  - Carried out ongoing research of competitor websites and scheduled tactical responses to TRI UK's website
  - Collaborated with off-site developer on BitBucket, updating PHP, HTML and CSS
  - Analysed the performance of the website using Google Analytics and implementing SEO as required
  - Set up Adwords PPC campaigns. Primarily promoted sale, end of season products; constantly reviewed performance and adjusted Ad Group and Product Group bids accordingly
  - Managed all the social media channels for TRI UK (Facebook, Twitter and Instagram)
  - Utilized Facebook paid adverts to boost certain posts to reach an extended targeted audience
  - Responsible for planning the TRI UK area at the London Bike Show, Feb 2017. Communicated with suppliers (Giant, Cervelo, Mizuno etc) to organise floorplans, payments, passes and product labels. As well as worked with The Telegraph Events Group to produce digital and print designs to promote the event
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## Work Placements:

### **Appius, Bournemouth**

April 2016

- Produced website design ideas for South West Water and Bournemouth Water using Adobe InDesign
- Followed brand guidelines to add the 105 logo to ENWL website
- Designed responsive email templates and slides for client pitches

### **Devstars, Surrey**

June 2015

- Updated and styled Wordpress websites for clients - HTML and CSS
- Researched inventive ideas and produced wireframes for new websites using Basamiq
- Carried out website testing on various devices
- Responsible for social media planning and connectivity

### **Createful, Bournemouth**

September 2014

- Designed exhibition boards and business card ideas for the company using Adobe InDesign and Photoshop
- Created a business trip tracker app prototype using Adobe Illustrator and Marvel

### **Big Wave Media, Exeter**

September 2014

- Responsible for using social media to tweet and blog about relevant information, news and offers for clients
- Re-designed ideas for clients' promotional materials and logos using Adobe Illustrator and InDesign
- Worked on a live brief and designed various logo ideas for The Centre, a new NHS sexual health service

**Peninsular OneSource, Exeter**

July 2012

- Designed a personal photobook using Adobe InDesign
- Completed general office tasks - using the printing facilities, guillotine and creating a promotional display

**Donkey Sanctuary, Sidmouth**

July 2010

- Worked in a range of departments - marketing, research, and graphic design
- Worked in the shop, building up my communication and teamwork skills

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**Education:**

2013 to 2016: Bournemouth University – 2:1 BA (Hons) Digital Media Design

- Produced a public interactive installation that got displayed at **Redweb, Bournemouth.**
- Worked on a live brief with **Red Balloon and Salisbury Cathedral** to produce a Magna Carta iPad App.
- Completed my dissertation titled “An Ethnographic Exploration Into How Strava Augments The Social World Of The Serious Leisure Activity Of Long Distance Running.”
- Used PHP, HTML, CSS and Javascript to produce my graduate project (**pulsemarathontraining.co.uk**), a visual training guide for runners that integrates **Strava’s API.**

2007 to 2013: The King’s School, Ottery St Mary

**A Level:** Media (A), Maths (A), ICT (B)**AS Level:** Photography (C)**GCSE grades:** A\*, 4 A’s, 4B’s and C

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**Leisure and Interests:****Running**

I have a strong interest in running and motivate myself to go out regularly. I have competed in numerous half marathons, the Paris Marathon 2015 and the Dublin Marathon 2016. I am currently in training for the Amsterdam Marathon 2017.

**University Varsity Squash**

2013-Present

I was part of the Bournemouth girls badminton and squash teams, competing in matches at multiple universities around the country. Continuing with Squash, I now play in my local Sidmouth Squash league.

**Cancer Research UK**

October 2011 - May 2012

Completed 20 hours of volunteering at my local Cancer Research UK shop

References available on request.