

Dale Lawrence

Graphic Designer

www.designnerd.co.uk

46 Fairview Wynd
Danestone, Aberdeen

+44(0)7837212554
dalawrence90@gmail.com

Summary

Highly qualified and motivated professional with over 10 years of design experience relating to the Energy and Technology industry. Successfully managed and prioritised my own workload ensuring specific deadlines are met. Strong communicator and influential team player.

Employment History

3t, Graphic Designer: April 2022 - Present

- Re-branded the company from AIS Survivex to 3t. This included: signage, website, social media, uniforms and print materials. This expanded across 10 different training centres and offices worldwide.
- Created 3t's Brand Guidelines.
- Designed new course training programmes to include 3D modelled layouts and modern illustrations.
- Accountable for creating and managing social media content across all platforms for the company's five service lines, including analysing performance metrics and delivering detailed reports to the board.
- Filming and creating company promotional videos and tutorials.
- Creating course material for e-learning and for physical print.
- Working with a team of 6 marketing staff, with various roles and responsibilities.
- Employed two marketing personnel and a junior designer to work under my supervision.
- I am responsible for scheduling and planning marketing and graphic design workloads, as well as delegating tasks to the appropriate team members.

First Competence, Graphic Designer: March 2019 - April 2022

- Created 3D models for a virtual reality training system and maintaining it. The system was built for the Oculus Quest 2. The models were created using Blender.
- Created the user interface for client software (Deck Management System). The DMS is a system that allows clients to keep track of loads moving offshore and returning onshore.
- Creating all branding for our company, and other companies within our group. This included logos, business cards, books, magazines and internal documents / templates. This was done using the entire Adobe Suite.
- Responsible for creating social media content across all platforms for various companies in the group.
- Maintaining an e-Learning online training system, and company website.
- Creating documents for printing including books, magazines, flyers and posters.

Xodus Group, Software Engineer: March 2013 - September 2018

- Maintaining and providing support for Xodus Groups internal systems.
 - Developing internal systems, providing new features to improve efficiency and usability.
 - Using programming languages such as: Visual Basic.Net, JavaScript, jQuery and SQL. Expanding systems to different locations around the world. This includes back-end development and database building and maintaining.
 - Designing front end frameworks, logos and icons for internal systems and external client software. Designing was done with Adobe Photoshop and Illustrator.
 - Training staff how to use internal systems. This includes the creation of training videos, presentations and documentation.
 - Creating detailed board member reports by querying an SQL database, creating functions and stored procedures. Reports were created in Microsoft Excel and Microsoft SSRS.
 - The testing and documenting of internal and external systems. This includes security and penetration testing.
 - Working with a team of seven software engineers with various roles and responsibilities.
-

Qualifications

Information Technology Msc (Masters) at the University of Abertay, October 2012.

Website Design and Development with Honours at the University of Abertay, 2007 - 2011 Graduated with a 2-1 degree.

Gained valuable experience using software such as Blender, Maya and the full Adobe Suite. The course provided exposure to a wide range of programming languages: Confident in use of HTML, CSS, JavaScript and SQL/PLSQL.

Undertook a number of team-based projects which developed communication and teamwork skills. Individual projects also provided valuable lessons in organisation and self-discipline. Honours project comprised of the creation of a 3D anaglyph website, used to study the validity of a 3D online environment that can be navigated and understood by children. The website involved elements of learning and exploration.

Website Design and Development HNC at Aberdeen College, 2006 - 2007 Graduated with a grade A.

Hobbies & Interests

I enjoy game design and going to the gym.

References are available on request

