

# ADAM MOTTAU

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## EXPERTISE

Responsive Web Design  
Vector Illustration  
HTML & CSS  
Usability

Digital Designer specialising in clean and responsive front-end design with hand-coded HTML and CSS

- 5+ years of corporate and creative studio experience
- Strong layout, typography, illustration and visual identity skills
- Self-motivated and capable of producing websites from scratch
- Organised, good communicator, familiar with client liaison

## FREELANCE DIGITAL DESIGNER

June 2011 – Present

Design Seeds – designseeds.co.uk

- Contracted on multiple projects over this two year period, for web design, wireframing, front-end build and CMS integration
- Introduced device-agnostic design techniques to project workflow including flexible layouts, adaptive images and icon/web fonts

Wayfwd Driving School – wayfwd.com

- Managed, designed and developed a responsive website including content strategy, copy, illustrations and photography

## WORLD TRAVELLER

Aug 2010 – June 2011

Japan, China, Vietnam, Cambodia, Laos, Thailand, Aus...

- Pursued a lifetime ambition to travel around-the-world

## ASSOCIATE DIGITAL DESIGNER

May 2007 – July 2010

BlackRock – blackrock.com

- Lead design for an in-house web team, creating graphics, features and HTML templates for twenty-two global websites
- Coordinated with marketing teams in the UK, Europe and Asia to produce bespoke email campaigns and microsites
- Managed the successful migration of online graphics for a global re-brand and introduced a global email template library

## JUNIOR WEB DESIGNER

Jan 2007 – May 2007

Tamar – tamar.com

- Acquired techniques in conversion-focused design and usability

## GRADUATE

July 2005

Interaction Design BA (Hons)

Ravensbourne College of Design and Communication