

# Allison Fewtrell

Experienced digital professional, with a passion for technology and a keen interest in developing engaging interactive products.

## PROFILE

Recently added Powerpoint to my skills list, after working through a number of courses focusing on animation and effects in the program.

I worked for a small healthcare company for 9 months producing touchscreen presentations, video presentations and responsive email within a small development team.

I spent 18 months contracting at a major retail company where I designed and built responsive emails, often containing animation. Previously contracting at a variety of companies working on a diverse range of projects from print based design and artwork to developing online training tools.

In a previous full time role, I used Actionscript and HTML/CSS/JS respectively to develop apps and e-details for desktop, mobile and touch screen as well as an interactive e-learning solution which featured animated diagrams and multiple choice questions. I also gained valuable experience of video editing and animation.

From 2001 to 2011 I ran my own company, Mexican Red Ltd. working on a diverse range of projects, both digital and print based. I produced branded online surveys and custom HTML emails for clients, both of which integrate with each other and clients' web sites.

I have managed projects and outsourced programmers for larger projects when necessary, taking the projects from initial planning stage with the client through to managing timescales and briefing freelancers.

I have also spent many years producing print based design and artwork for ad agencies, marketing companies, in-house studios and direct clients.

## PERSONAL INTERESTS

I enjoy the cinema, the gym, reading and I like to surf occasionally.

I volunteer at FITC - a design and technology event that comes to Amsterdam every February and regularly attend talks and meetups in town such as CodeUp and McrFRED. I love music and go to gigs from time to time.

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## Skills

HTML, CSS, JS, Bootstrap  
CMS - Concrete5  
Video editing  
Animated Presentations  
Actionscript  
Artwork for print

## Software

Adobe Suite: Dreamweaver, Flash,  
Edge Animate, After Effects,  
Premiere, InDesign, Photoshop,  
Illustrator.  
Powerpoint

## Education

### West Glamorgan Institute of Higher Education

BTEC National Diploma in Design  
(Information Design/Technical  
Illustration)

BTEC Higher National Diploma  
in Design (Information Design/  
Technical Illustration)

### Cynffig Comprehensive School

10 GCE O'Levels  
2 A'Levels - Art, Technical Drawing

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## CONTRACTING/FREELANCE

Recently designed and built a large online training toolkit for local co-operative TS4SE. I used Concrete5 CMS with a custom Bootstrap template and jQuery for the interactive features which included multiple choice questions, drag & drop exercises and animation.

In between full time positions, I've worked either for myself or through freelance agencies for a wide variety of companies in the North West area.

When I first started freelancing I was producing digital artwork for print based material - brochures, press ads, exhibition panels and packaging.

These days the majority of my freelance work is digital, often requiring design as well as build for web, and also video & motion graphics, responsive email and powerpoint.

I was a contractor at Laterooms.com for over a year, where I designed and built e-campaigns and corresponding landing pages, sometimes incorporating and customising Google Maps. I also built animated web banners and continued to produce print based design and artwork and digital illustrations.

From 2001 to 2011 I ran my own company, Mexican Red Ltd, designing and building websites including CMS sites and two database driven websites; where responsibilities included managing freelance developers. Production of pharmaceutical CD-ROMs using Flash, email marketing, online surveys, vehicle livery and design and artwork for print.

## FULL TIME POSITIONS

**Pulsar Healthcare** - Sept 2017 to May 2018:

### *Front End Developer*

Working within a small team producing touch-screen presentations for healthcare companies.

Other duties included web sites, banners and emails.

**Havas Lynx** - Aug 2012 to Jul 2015:

### *Interactive Artworker/Developer*

Initially an Actionscript developer, producing multi platform apps and interactive touchscreen presentations for conferences.

Online training pages using Bootstrap, which included multiple choice questions, drag and drop exercises and animated diagrams. Experience of video editing using After Effects and Premiere.

**Kelvin Graphics Ltd** - July 1999 to March 2001:

### *Designer/Studio Manager*

Various print based design and artwork. CD-ROM development in Director and web design and build. Ensuring smooth running of the studio, assessing hardware/software, prioritising work and liaising with other departments and contractors.

**Juice Advertising** - Feb 1998 to Feb 1999:

### *Mac Designer/Artworker*

Artworker initially, producing pharmaceutical detail aids, print based advertising and exhibition panels. Later got involved in creating CD-ROMs using Director and some web development.

**Barcrest Limited** - Jan 1995 to May 1997:

### *Mac Operator/Illustrator*

Creating layouts, detailed illustrations for fruit machines.

Responsible for separating artwork for screen print, assessing suitability of new software and archiving all studio work.

**Iceland Frozen Foods Plc** - March 1993 to May 1994:

### *Mac Operator*

At Iceland I learned how to produce clean, accurate, repro-ready packaging artwork.

**Schreiber Furniture Ltd/MFI** - August 1990 to March 1993:

### *Designer/Illustrator*

Producing instruction leaflets for flat pack furniture, corporate ID, truck livery, internal brochures, signage, T-shirts and furniture design.