

RICHARD ENGLAND-LEE

Contact

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About

Since graduating in June 2011 with a BA Hons in Graphic design I have worked on films, social networks, Facebook applications and a wide variety of websites.

Now, with over 14 years in the industry, I am currently a Senior Designer at Cappfinity. My main responsibilities include working on the improvement of the UI and UX of our products, development of the website, supporting the head of design and mentoring the more junior members of the team.

Experience

Mythicus

Intern

June 2011 - September 2011

Mythicus are a Design and marketing company based in Moorgate. Whilst there I worked on various websites and projects. Including the follow up to the film 'Trainspotting' called 'Ecstasy'. For this I have created DVD covers, posters and trailers.

Smiial

Digital Designer

September 2011 - August 2012

After helping getting Smiial to Beta stage, I was then tasked with completely re designing the platform. I worked closely with the sole developer of Smiial to completely re work things, from the ground up.

This gave me a great understanding of how social networks work, and what it takes to design an entire platform from scratch.

Qualifications

Ravensbourne College of Design and Communication:

BA Hons Degree in Graphic Design

Orpington College:

A Levels -
Graphic Design
Fine Art
Film Studies

Data Transmission

Web Design (Freelance)

August 2012 - February 2013

Responsibilities include designing and building HTML emails for Data Trans-mission and all of their clients, sending out Data Transmission emails and liaising with clients.

Spread Co

Digital/Print Designer

March 2013 - December 2014

At Spread Co I was considered a key member of the marketing team. Some of my responsibilities were designing all press ads, all online advertising materials (including HTML5 banners), creating HTML emails, overseeing design on the website and making sure the brand guidelines, that I wrote, were adhered to. I also took on an intern who I went on to take on as a part time junior. I was fully responsible for managing his workload and signing off his work.

A.S. Watson

Senior Digital Designer

January 2015 - September 2019

At A.S. Watson I've been lucky enough to have the opportunity to work on some

Skills

Design

Photoshop
Illustrator
InDesign
After Effects
Figma
Framer
Wider Creative Suite

Code

HTML
CSS
Javascript
React
VsCode

incredible projects. Over the past 4 years I have worked on the launch of Superdrug Mobile, re-designed the Marionnaud website and created animations for The Perfume Shop.

My day to day responsibilities include helping to design and code brand landing pages, emails, designing in-store POS and creating animations.

Cappfinity

Senior Digital Designer

September 2019 - Present

I am currently a Senior Digital Designer at Cappfinity. My main responsibilities include leading a team of front-end engineers to design and build micro sites for our clients. I also help to support the more junior members of the wider creative team, supporting the head of design in key decisions for the team and helping to bridge the gap between the creative team and the wider engineering team.

I am currently helping to drive the R&D of how we can use AI to help us design and build our sites, how we use it for internal efficiency and how we can use it in our products.