

CHRISTINE FRETTE

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EMPLOYMENT

May 2009 – present
Web and Graphic Designer,
Pier Professional Ltd

- Sole responsibility for the idea, design, implementation and development of the corporate Pier Professional website – www.pierprofessional.com
- Day-to-day maintenance of the site including SEO and creative design solutions in CSS to ensure website remains engaging, functional and brand focussed
- Working alongside the marketing team on a daily basis to produce all e-marketing literature, including HTML e-bulletins for customers and in-house communications for the company
- Producing documents ready for web download
- Capturing data from customers accessing information
- Producing eye-catching graphics for sections of the site whilst still retaining brand awareness
- Maintaining relationships with internal and external editors

September 2007 – April 2009
Senior Designer,
Trader Media Group – Auto Trader

- Carried out a variety of projects for the Auto Trader brand including design of editorial, cover design, brochure work, newsletters, advertisements, B2B and B2C promotional and marketing material for external purposes
- Scheduling responsibility of a busy studio department, producing work for seven titles every week, ensuring all work was delivered to a high standard, within company guidelines and all to frequent deadlines
- Developing successful relationships with sales, IT, production, pre-press and marketing teams
- Over-seeing a team of five junior designers
- Brands worked on; Bike Trader, Truck Trader and Top Marques – www.christinefretten.com/corporate_1.html

January 2006 – September 2007
Designer,
Trader Media Group – Auto Trader

- Creation of conceptual editorial spreads and automotive adverts ready for print production
- Continually produced POS and marketing material to develop the brand and increase awareness

DESIGN WORK

January 2009 – present
Freelance Designer, Inductus

- Ford Retail – creation of animation and intranet site design for internal health and safety training programme (example available on request)
- Inductus – corporate marketing material and advertisements

March – May 2009
Freelance Designer, Furniture Hut

- Creative and functional web proposals, in-shop signage, stationery and advertisements – www.furniturehut123.co.uk/aboutus.html

2008
Freelance Designer, Samaritans

- Concept design for a national campaign offering advice for 16–24 year olds. Multimedia implementation including factsheet, information resource and online video for the charity – www.samaritans.org/your_emotional_health/publications/young_people_emotional_health.aspx

TECHNICAL PROFICIENCY

ADOBE
MICROSOFT
OTHER

Dreamweaver, Photoshop, Illustrator, Flash, InDesign, Acrobat Word, Excel, Powerpoint
HTML, CSS, PHP, Quark, FTP, jQuery, Opus Pro

PERSONAL QUALITIES

Professional
Interests/hobbies

Organised, creative, fast learner, accurate, attention to detail, imaginative
Currently renovating listed property, cooking/baking

EDUCATION

2005, UCA
2000
1998

BA (Hons) Graphic Design, 2:1
3 A-Levels A–C grades
11 GCSEs A*–B grades

REFERENCES

Available on request

Please see www.christinefretten.com for work examples