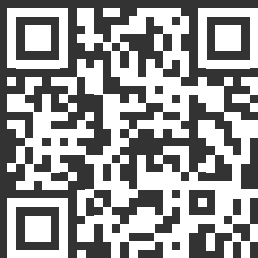


# JENNIFER ALLISON

M: 07956 822 702  
E: JEJUAL@MAC.COM  
JA-DIGITAL-DESIGNER.COM



## SKILLS

PHOTOSHOP  
ILLUSTRATOR  
INDESIGN  
AFTER EFFECTS  
HTML/CSS



## TESTIMONIAL

...Jennifer led our newsletter redesign, increasing agility and driving significant cost savings. A key asset in both design and HTML execution.

N.Sylvester - Head of Marketing Communications, Vodafone.



DIGITAL DESIGNER WITH 10+ YEARS' EXPERIENCE ACROSS HIGH-PROFILE BRANDS, CREATING WORK WITH CLARITY AND ATTENTION TO DETAIL — FROM CAMPAIGN KEY VISUALS TO USER-FOCUSED DIGITAL DESIGN.

## WORK HISTORY

### VODAFONE LTD

**Creative Designer** | Nov 2018-Nov 2024

- Drove visual clarity and consistency across Vodafone's digital channels.
- Repurposed creative campaigns into high-performing multi-platform assets.
- Refined production workflows, boosting efficiency in delivering 100+ digital assets monthly.
- Led the marketing newsletter redesign and production, enhancing alignment with marketing priorities and strategised campaigns for audience targeting.
- Recognised with a Vodafone House Red Award 'Get it done, together' for spearheading a cost-saving newsletter redesign.

### FREELANCE

**Digital Designer** | Apr 2018-Nov 2018

- Designed web and social media assets for clothing retail brands Monsoon-Accessorize, TopShop/TopMan and French Connection.
- Delivered on-brand digital assets in fast-paced, dynamic creative studios.
- Collaborated with marketing teams to ensure cohesive brand messaging across digital channels.

### CLARINS

**Digital Designer** | Feb 2018-Apr 2018

- Designed new digital content, tailored to seasonal campaigns and launches, aligned with Clarins' visual brand style guide.
- Transformed global creative into regionally tailored content for UK audiences, preserving brand voice and visual integrity.

### MARKS & SPENCER

**Digital Designer** | Oct 2017-Feb 2018

- Designed and delivered high-volume creative tasks for M&S digital platforms using workflow tool JIRA.
- Ensured all designs upheld brand standards while delivering under tight deadlines.

### F&F (TESCO PLC)

**Digital Designer** | Oct 2013-Oct 2017

- Designed digital content for the F&F fashion website, ideating and driving the visual development.
- Presented creative ideas to marketing teams and collaborated with developers on refinements to build landing pages.
- Worked cross-functionally with stakeholders, using analytics and competitor insights to inform and enhance creative strategy and design output.

2018-2024

2017-2018

2013-2017

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## MULTIDISCIPLINARY SKILLS

COMPOSITION & LAYOUT  
TYPOGRAPHY  
GRAPHICS & BRANDING  
IMAGE EDITING  
CONTENT EDITING  
COPY-WRITING  
PRINT DESIGN

## WORKFLOW TOOLS

JIRA/ASANA  
TRELLO/AZURE DEV OPS

## PRODUCTIVITY & COMMUNICATION

MICROSOFT OFFICE  
SLACK

## WORK HISTORY

### AGENT PROVOCATEUR

Digital Designer | Aug 2013

- Ideation and design of creative assets across multiple digital touchpoints, and across a wide range of formats, including web, social and newsletters.
- Aligned all output to brand tone.
- Delivered content in line with the creative schedule.

### THE BODY SHOP

Digital Content Producer | Feb 2013-Jun 2013

- Managed content updates and seasonal product launches using L'Oréal's in-house CMS.
- Supported global teams with localised assets to maintain consistency across international markets.

### CREW CLOTHING

Production Assistant | Mar 2012-Feb 2013

- Coordinated e-commerce photography production for Crew Clothing website, liaising with buying and merchandising teams to ensure product availability for shoot schedules.
- Managed deadlines and workflow with EC2i production agency to ensure shoot stills were visually on brand.
- Consistently drove high standard and documenting creative guidelines for the e-commerce photography product styling.

### COAST CLOTHING

Digital Designer | Sep 2011-Nov 2011

- Designed creative digital content with Coast brand's tone and style.
- Supported campaign launches through visual storytelling across web and email.

### RADLEY + CO

Online Content Executive | Mar 2011-Aug 2011

- Managed e-commerce bulk content uploads requiring use of Excel and knowledge of the in-house CMS.
- Interpreted web analytics using Google and Omniture analytic tools to gain insights on user engagement.

### HACKETT LONDON

Digital Designer | Jul 2007-Mar 2011

- Designed digital content for the Hackett website, including banners and homepage content.
- Led SEO-optimised product copywriting.
- Coordinated e-commerce photography production with EC2i production agency.
- Documented product styling guidelines to ensure brand styling and consistency for the e-commerce photography shoots.

2013-2013

2012-2013

2007-2011