



# Louise Perry

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## PROFILE

I have been a creative problem solver in the digital space since the early 90s and print since the early 80's and early DTP. This means I have vast experience and a wide set of skills and I am adept at keeping myself flexible and open to embracing new technologies and methodologies. Recently I have been producing prototypes for mobile apps.

I have plenty of practical experience in the front-end design, user interface and specification of a variety of digital projects. My creative and hands-on practical experience means I am comfortable working within many types of industries and playing a variety of roles, including the management and creative direction of teams of all sizes. I am quick thinking, versatile and articulate. I have a good understanding of technical complexities, user experience trends coupled with a designer's eye.

## SPECIALITIES

Digital prototyping, responsive design, CMS design & development, creative & art direction, UI & UX, screen design, team & project management.

14 Industry awards since 2000 including a BIMA nomination, a Clio and 2 Omnis. 1999 New Designers 'Designer of the Year'.

## KEY PROJECTS

### 2015/16

#### **Mobile prototype for startup**

[UI design & prototype build]

[www.mandysaligari.com](http://www.mandysaligari.com) & [www.drmikemcphillips.com](http://www.drmikemcphillips.com)

[responsive UI design & art direction, build management]

[www.leamanmattei.com](http://www.leamanmattei.com)

[responsive UI design & art direction, build management]

[www.addictedtolondon.co.uk](http://www.addictedtolondon.co.uk)

[responsive UI design & art direction, CMS design, product design, build management]

[www.sarahshuter.com](http://www.sarahshuter.com)

[Rebranding, UI design, build management]

### 2014

[www.charterharleystreet.com](http://www.charterharleystreet.com)

[responsive UI design & art direction, CMS design & development, build management]

[www.beautyworkslondon.co.uk](http://www.beautyworkslondon.co.uk)

[responsive UI design & art direction, CMS design & development, build management]

[www.eunetworks.com](http://www.eunetworks.com)

[SEO and Google PPC campaign strategy and management]

### 2013

Part-time lecturer for 2nd & 3rd year BA media / business students at Christ Church Canterbury.

[www.lisabutermakeup.com](http://www.lisabutermakeup.com)

[strategy, responsive UI design, CMS design & development, build management]

[www.eunetworks.com](http://www.eunetworks.com) V2.0

[strategy, responsive UI design, CMS design & development, build management]

### 2003 – 2013

[www.wemakelittleshops.com](http://www.wemakelittleshops.com) [Creative Director]. Major projects include:

[www.fantasticsupermarket.com](http://www.fantasticsupermarket.com)

[Strategy, UX, UI & CMS design, social media marketing]

[www.pikwear.co.uk](http://www.pikwear.co.uk)

[Project director, digital branding, UI design, CMS design & development]

## 2003 – 2013 CONT'D

### Freestate

[Creative thinking for Arsenal football club pitch]

[www.ariashop.co.uk](http://www.ariashop.co.uk)

[Project director, digital branding, UI design, CMS design & development]

[www.eunetworks.com](http://www.eunetworks.com)

[Digital branding, UI design, CMS design & development]

[www.zanna.tv](http://www.zanna.tv)

[Branding, UI design, build management]

[www.joshphoto.com](http://www.joshphoto.com)

[Re-branding, UI design, CMS design & development, build management]

[www.asaltandbattery.com](http://www.asaltandbattery.com)

[Branding, UI design, CMS design & development, build management]

### Warren Evans

[Rebranding, art direction, marketing & POS design and production, UI design & build management]

[www.teaandsympathynewyork.com](http://www.teaandsympathynewyork.com)

[Branding, UI design, CMS design & development, build management]

## 12/99 – 07/03

### Wunderman Interactive [Creative Director]

Creative leadership in London: management of creative teams and co-ordination of multi-disciplinary teams within a department of 35. Development, design and user experience across a wide range of brands including: Landrover, Ford of Europe, Ericsson, British Gas, BT, Goldfish and Visteon. Major projects included the rebrand and deployment of [www.landrover.com](http://www.landrover.com) and Ford of Europe.

## 1999/2000

### Razorfish [Senior Creative]

Digital identity and style guide development for NatWest online.

## 1996/1999

### Leagas Delaney [Senior Creative]

Working across a range of clients including: [boo.com](http://boo.com) (original prototype), [adidas.com](http://adidas.com), [patek.com](http://patek.com). Responsible for conceptual thinking, interface design and development, team leadership.

## PRE 1996

### The Hit Squad [Proprietor]

Own publishing studio that provided design, production, consultancy and training to a range of clients including: British Telecom, Brown Beech, National Audit Office, Taxbriefs, Goldman Sachs, Council of Vice Principals and Chancellors, Prudential, 2Cs Communications, Euroweek, The Wire Magazine, Thames Information Systems.

## QUALIFICATIONS

### 1996/1999 (Part-time)

MA Communication Design (distinction), Central St Martins

2nd year post-graduate project 'Kanplayski' (an interactive Kandinsky painting) was bought by the renowned architect Nicholas Grimshaw. Part of the painting was re-deployed as a game to be played by users feet at a personal cyber party in his country house.

## CONTACT

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References supplied on request.