



Michelle Duncalf
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BA in Interactive Multimedia

Pixel-perfect sense of attention to detail

First-class design and problem solving skills

A team player with a proactive attitude

Keen to acquire new skills

About me

I'm primarily a designer with passion for design and an eye for detail, my skill set enables me to offer a full range of creative media services, and I produce seamless UI & UX design to produce fully-optimised, visually appealing, user-friendly websites, branding, graphics & print design. I strive to find a harmonious balance between aesthetics and functionality.

My 14+ years creative design experience has given me a clear understanding of design and all things web including social media. In my previous role I managed the workload for multiple projects seamlessly. I'm friendly, motivated and eager to contribute to team success.

I am looking for a position which will encourage me to expand my skills, utilising new technologies to enable me to produce high quality creative solutions.

Skills & Tools

CSS (3) ★★★★★

HTML (5) ★★★★★

Bootstrap Framework ★★★★★

LESS / SASS ★★★★★

Front End Development ★★★★★

JQuery ★

JavaScript ★

ASP.NET (Front-end Integration) ★★

PHP (Front-end Integration) ★★

Adobe Photoshop ★★★★★

Adobe Illustrator ★★★★★

Adobe In-Design / XD ★★★★★

Adobe Acrobat Pro ★★★★★

Branding & Identity ★★★★★

Image Restoration ★★★★★

WordPress ★★★★★

Microsoft Office Suite ★★★★★

UCD Methodologies ★★★★★

UI / UX Design ★★★★★

SEO ★★★★★

Google Analytics ★★★★★

Google Search Console ★★★★★

Social Media ★★★★★

Email Marketing ★★★★★



Education & Qualifications:

BA Interactive Multimedia 2004-2006 Staffordshire University (Direct entry to second year)

HND Multimedia 2001-2003 Mid-Cheshire College

BTEC GNVQ Advanced Art & Design 1999-2001 Mid-Cheshire College

A-Level Art Textiles (C)

10 GCSE's 1994 –1999 Hartford High School

A-Level Art General (C) (taken 2 years early)

Employment History:

Freelance Designer at [Michelle Duncalf Ltd](#) (Feb 2009 - Present)

- Great organisational and communication skills.
- Logo design / Infographics / Branding & Identity development, based on research.
- Flyer / Poster / Leaflet design, Email footer design, Letterhead and business card design.
- Social media account set-ups, Facebook Groups, Instagram account etc.
- Google Search Console and Google Analytics set-up.
- SEO.
- Develop HTML emailers to encourage users to visit our websites (Campaign Monitor and Mailchimp).
- Researching and learning new technologies and design trends.

Creative Web-Designer at [The Emerson Group](#) (November 2011 – September 2020)

- Clearly and effectively communicating design processes, ideas, and solutions to colleagues, lead UI/UX designer.
- Turning creative concepts into website designs using UCD methodologies for multiple devices.
- Converted 10+ legacy sites to responsive sites whilst adding in legal requirements.
- Adhering to brand guidelines to create composition, colour, typography, and branding for each project.
- Designing skins for in-house Content Management Systems and integrating the front-end with asp.net.
- Google Analytics & Google Search Console set-up and analysis.
- Monitoring, maintaining and improving SEO post launch.
- Develop hand-coded HTML emailers.
- Use Adobe Creative suite to create artwork for online banners, Logo design, pop-ups and Interactive pdf brochures.
- Project management to ensure deadlines are met.

Examples of websites (design and development) include:

[Strata House](#) | [Sovereign Court](#) | [Heathrow Boulevard](#) | [Middlebrook](#)

[Kings Ride Court](#) | [Serviced Offices](#) | [Macclesfield Means Business](#)



Creative Web-Designer at [Hallnet Ltd](#) (December 2009 - October 2011)

- Design and produce websites, from concept to completion including Hallnet's own e-commerce shops e.g. [Zenhair](#).
- Designing logos and design for print to a very high standard for a wide range of businesses and organisations.
- Production of extra services such as email footers, letterheads, business cards, going that extra mile.
- Excellent communication with clients throughout each project.
- Project management of my personal projects to ensure all deadlines are met.

Senior Graphic Designer at [20:20 Mobile Group](#) (Sept 2009-Nov 2009) Freelance

- Artwork for 'big brand names' such as Nokia, LG, Motorola etc.
- Adhere to brand guidelines.
- Magazine spreads.
- HTML emails and pages for clients' websites.

Junior Mac operator at [Cestrian Imaging](#) (Sept 2007- Feb 2009)

- Check and proof artwork from a brief.
- Setting files up for print and production.
- Production of billboards, paper posters, banners, window vinyls, phone box visuals etc.
- Re-design and re-draw logos for vector output.
- Manage the company's expansion of their second website, liaising with the web-developers and testing the system.
- Researching new technologies that could be used to improve the site.
- XMPie training.
- Maintain and check the company's second website is running smoothly, updating images and answering queries.

Junior Graphic / Web Designer at [Greensplash Limited](#) (Feb 2007-Sept 2007)

- Design websites for Auto-Trader.
- Create and update pop-ups for Auto-Trader.
- Assist with other print and web projects.
- Learning and expanding my XHTML and CSS skills.
- On a weekly basis taking Flash ActionScript lessons.

Earlier jobs available on request (1999-2007)



Interests & Activities:

I love travelling and exploring new places.

I enjoy drawing and painting.

I enjoy keeping fit, which usually involves chasing my little boy around the garden!

Further Information:

I have a full clean driving license and own a car.

I'm a non-smoker.

Naturally artistic, at my happiest when I am painting and designing artwork.

I am adaptable and enjoy learning new techniques.

Full online portfolio available @ www.michelleduncalf.co.uk

Connect with me on [LinkedIn](#)