

CURRICULUM VITAE

Lee-Ann Galvin
Digital Designer &
Email Specialist



CONTACT



hello@leeann.info



07713023255



www.leeann.info

BIO

Having graduated with a degree in Graphic Design and with vast experience in a variety of creative fields and mediums, I consider myself the ideal marketing material creator. Specialising in email design for the last few years of my career has lead me to have a strong understanding of data and customer strategy as well as prioritising the customer experience through both UI and UX.

With a strong background in digital design, social media, HTML email and campaigns, I bring a wide skill set sure to complement any team.

EDUCATION

- '10 - '13 Coventry University
BA (hons) Graphic Design - 2:1
- '08 - '10 Coventry City College
BTEC National Diploma
Graphic Design (Distinction x3)
- '07 - '08 Tile Hill Wood School & Language College
8 GCSEs grades A*-C
Including English, Maths, Double Science and Graphic Products.
CiDA - Certificate in Digital Applications.
Credit (Equivalent to 2 B GCSEs)

QUALIFICATIONS

- 2013 Adobe Certified Associate - Photoshop CS6
- 2010 NOCN Art & Design - Photography

SKILLS & SOFTWARE

Team management, Great team player, Clear communicator, Conceptual thinker, Video editing, Photography, Typography, Crafting, Logo Design, Web and e-mail design, and Digital strategy.

- Photoshop (*Certified Adobe Associate '13*)
- Illustrator
- InDesign
- Dreamweaver
- ○ Premier Pro
- ○ Muse
- ○ Quark

Excellent use of both Mac and PC.

Other software:
Litmus, Lyris Mail, Campaign Monitor, IBM Cloud, Contour/
RedEye, Silverpop, Google Analytics, Microsoft Office (Word, Excel, Powerpoint etc)

EXPERIENCE

TUI Group
Senior CRM Designer

FEBRUARY 2018 -
CURRENT

- Liaising with our 9 European markets to create new multi-channel campaigns.
- Using SMS/Push and Email to create new customer programmes at all points of the customer life cycle.
- Becoming the single in-house technical specialist for our ESP, IBM Watson Campaign Automation, providing support and training to our markets, and liaising with IBM directly.
- Designing and building fully responsive campaigns and templates in HTML & CSS.
- Creating fully dynamic emails, utilising lookup tables to provide personalised product recommendations, creating personalisation at an individual customer level.
- Managing contacts and creating segmentation queries within the ESP.
- Liaising with senior stakeholders and product owners to ensure completion of large projects to deadline.
- Liaising on warm up strategies for key markets to ensure IP reputation is maintained during ESP migrations.
- Consulting and actioning key design changes to emails to ensure KPI goals are met.

TUI UK
Lead CRM Designer
(Thomson to TUI Re-brand)

NOVEMBER 2017 -
FEBRUARY 2018

- Working within a small dedicated team of 4 designers covering all channels during our re-brand period.
- Overseeing the redesign of Thomson to TUI throughout our email collateral across the UK & Ireland (Thomson/Falcon) functions. Including all automated campaigns, newsletters, after-sales programmes and 'abandon cart' mailings.
- Liaising with our Brand team to align our creatives across channels. Ensuring the design met guidelines whilst conforming to best practise for email and digital.
- Working on a 5 wave email programme to communicate the brand change to consumers, resulting in £20mil additional revenue.
- Consulting on the designs for direct mail collateral.
- Aiding redesign of printed customer documentation and related email campaigns. Ensuring a consistent approach across channels, ensuring a smooth experience for the consumer.
- Offering strategy for the approach to warm up new domains and IP's ensuring minimal business impact and short recovery time.

TUI UK (Thomson & First Choice)
eCRM Designer & Developer

OCTOBER 2015 -
NOVEMBER 2017

- Designing and building (HTML & CSS) email templates for BAU on a day to day basis for Thomson, First Choice, Thomson Cruises and Thomson Airways.
- Implementing a new process and schedule to improve the productivity of design and marketing teams.
- Managing the task management system for the team. Ensuring enough resource for business needs.
- Utilising responsive design and implementation of dynamic and agile elements into mailings.
- Advising on email strategy and best practice.
- Using A/B tests to adequately test our strategy with the consumers before making informed decisions.
- Overseeing the redesign of Thomson to TUI throughout our email communications across the UK & I (Thomson/Falcon).
- Managing our automated email programme designs and ensuring all customer documentation (digital and printed) is in line with the creative direction.
- Implementing new HTML strategies to improve the deliverability of our emails.
- Providing design direction on landing pages and micro-sites for CRM use.

RedEye
Email Campaign Executive

SEPTEMBER 2014 -
OCTOBER 2015

- Using XML and HTML to create micro-sites and landing pages for my clients campaigns.
- Working to many clients different brand guidelines ensuring accuracy and tone of voice are matched when creating HTML campaigns.
- Having day-to-day contact with clients and internal marketing departments to manage their email campaigns and micro-sites.
- Monitor email campaign transmission, delivery and response.
- Training new client's on the tool , advising on best practise and security guidelines.
- Working with well know high-street retailers and banks.

EXPERIENCE

RedEye (Continue)

- Dealing with client's customer data, and abiding by strict security policies, including regular audits.
- Responsible for guiding clients on strategy of their campaigns, including best practice's and a/b testing.
- Responsible for setting up automated programmes for clients to improve their ROI.
- Using SQL databases to create the ideal customer segmentation, tailored to each clients needs and target demographic.

North Dakota Developments
Graphic Design Assistant

SEPTEMBER 2013 -
JULY 2014

- Designing and creating marketing and e-marketing collateral for a range of projects.
- Responsible for designing advertisements, brochures, handouts, flyers and digital graphics.
- Solely designing bilingual exhibition stands and exhibition collateral and ensuring suitability for printing abroad.
- Working in a fast paced environment, to tight deadlines.
- Responsible for creating HTML Email campaigns, from design to sending through our software.
- Conforming to and updating the brand's visual identity.
- Working closely with translators to recreate all literature in various languages to cater to our global market.
- Designing presentations for the sales team.
- Managing the company's presence on various Social Media.
- Manipulation of images using Adobe Photoshop.
- Preparation of images for in-house and outsourced printing.

rightmove.co.uk
Artworker & Junior Designer

JUNE 2013 -
SEPTEMBER 2013

- Responsible for creating newly branded digital banners in a campaign overhaul to current platform.
- New digital advert opportunity involved designing, creating and executing 900 adverts.
- Conforming to brand guidelines to deliver Rightmove's corporate image.
- Working within a team of six graphic designers across many marketing initiatives.
- Regularly participated in weekly meetings to brainstorm and deliver new initiatives within tight time parameters.

Thank-you for your time.

Mailing to aid launch of TUI and the new marketing campaign. Targeted to our TUI UK marketing database.

What are you looking for? [Click here](#) to view it in your browser

TRAVEL AWARE - STAYING SAFE AND HEALTHY ABROAD

TUI Discover your smile

LATE DEALS ALL INCLUSIVE DOWNLOAD THE APP HOLIDAYS CRUISES

WE PUT 'U' IN THE MIDDLE

Summer is over, but you've still got plenty of reasons to smile. It's easy, thanks to our personal service, handpicked hotels and tailor-made experiences.

[FIND A HOLIDAY](#)

SUMMER BY NUMBERS

<h2>4</h2> <p>We've helped 4 million people discover their smile this summer</p>	<h2>31</h2> <p>You had a choice of 31 beautiful countries, from Maldives to Mauritius</p>	<h2>600</h2> <p>Over the summer, our planes have circled the globe 600 times</p>
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<h3>Free child places</h3> <p>Next summer, kids go on holiday for free. You can get one free child place for every two full-paying adults.</p>	<h3>Low deposits</h3> <p>Spread the cost of your holiday. Pay as little as £50 deposit today and get your break booked.*</p>
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WATCH OUR NEW TV ADVERT
Take a peek... [>](#)

[Discover how we put you in the middle... >](#)

FOLLOW US

[tui.co.uk](#) [Want to speak to a Holiday Advisor? Find your nearest TUI Holiday Store](#)

travel aware TRAVEL AWARE - STAYING SAFE AND HEALTHY ABROAD.

The Foreign & Commonwealth Office and the National Travel Health Network and Centre have up-to-date advice on staying safe and healthy abroad. For the latest travel advice from the Foreign & Commonwealth Office including security and local laws, plus passport and visa information check www.gov.uk/travelaware and follow [@FCOtravel](https://twitter.com/FCOtravel) and [Facebook.com/FCOtravel](https://www.facebook.com/FCOtravel).

More information is available by checking www.thompson.co.uk/destinations/info/travel-aware. Keep informed of current travel health news by visiting www.travelhealthnow.co.uk.

The advice can change so check regularly for updates.

Terms and Conditions

*All prices quoted are correct as of 8th October 2017 at 6am. All prices quoted include accommodation, flights, on-resort transfers, taxes and estimated fuel charges and are based on the departure date, airports, board basis and number of persons sharing specified only. All offers apply to new bookings only unless otherwise stated. We reserve the right to withdraw these offers at any time without notice. Additional supplements and charges may apply. Full booking terms and conditions apply, please [click here](#) for full details or see the relevant brochures.

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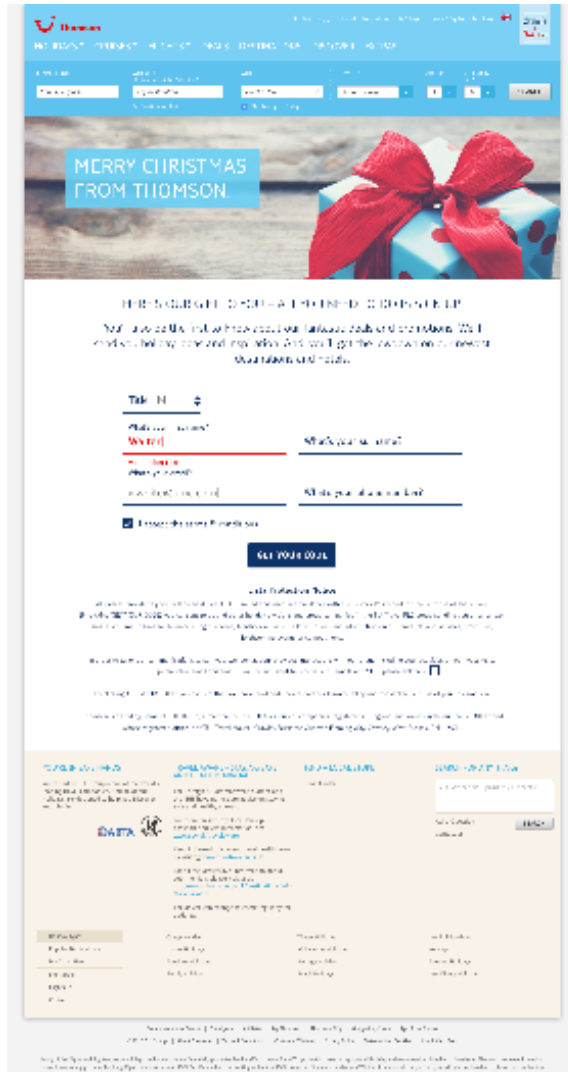
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Sign up page design.
Built for Christmas 2016.
Template has continued beyond
the Christmas period due to
strong uptake.



THOMSON

Mailing to communicate the re-brand of "Thomson to TUI", utilising a GIF animation on the bubbles/water. Targeted to our generic marketing database.

THOMSON IS CHANGING TO TUI.

Late this year, we're changing to TUI. You might've noticed we recently shared the news with you. But what does TUI mean for you?

FIND OUT MORE

MORE CHOICE
As TUI, we'll be able to offer you more holiday experiences, destinations and flights, giving you greater choice and more flexibility.

TAILOR-MADE EXPERIENCES
Thanks to our family of travel experts around the world, it'll be easier than ever to design your perfect holiday.

MORE HOLIDAYS FOR LESS

LANZAROTE
Our traditional beach breaks are here to stay. So you'll be able to enjoy a 14-day beach week in sunny Lanzarote.
From £256*

FLORIDA
Whether you want a city break in Miami, international sites in Orlando, or both - TUI can take your Florida trip to next level.
From £532*

IBIZA
Take the scene of your very best Ibiza memories back to the island with the ultimate TUI Ibiza-Action Beach Week for your next holiday.
From £685*

BULGARIA
We're always growing our list of beautiful destinations. Take a look at our second new 14-day beach break in Bulgaria.
From £610*

Save an extra £100* per booking departing before 20th July with code **SUN100**

CHOOSE YOUR HOLIDAY EXPERIENCE

TUI SENSATORI
Luxury holidays designed to suit the senses.

TUI FAMILY LIFE
Family moments together.

FOLLOW US

0200 481 2198*
0200 from UK landline with the standard rate, but 0200 lines may not be available in some areas.

Visit your local shop
Please see our [shop finder](#) for the nearest shop.

TRAVEL AWARE
TRAVEL AWARE STAYING SAFE AND HEALTHY ABROAD

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Advertisement piece to sell Thomson's new credit card.

WITH OUR NEW CREDIT CARD EVERY PURCHASE TAKES YOU ONE STEP CLOSER.

HELLO %Name%!

As one of our most loyal customers, we're introducing the new Thomson Credit Card to you with an exclusive offer of 1,000 reward points. That means if you're approved for a Thomson Credit Card you'll already have £10 worth of Thomson Reward Points. Check out the rest of the benefits and click to find out more.

The team at Thomson

APPLY NOW

- 0% on purchases for 3 months from account opening?
- No credit card fees to worry or bother with us.
- 2 ann Thomson Reward Points with every purchase. 1 point for every £1 spent with Thomson by 2nd Dec and 1 point for every £3 spent elsewhere.
- The new Thomson Travel Money, 10 cashback on every £100 you spend on your next holiday.

APPLY NOW

Representative Example	Purchase Rate	Assured Credit Limit
19.9% APR (variable)	19.94% p.a. (variable)	£1,200

%% return [GetShopFooter "ShopContent"]; %%

FOLLOW US

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STAYING SAFE AND HEALTHY ABROAD

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FIRST CHOICE

Weekly email example, Hero utilised a GIF animation on the ticks, to show the items being checked off the list.

Yet to book your break this summer?

Your family holiday inspiration

Why not try one of these...

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All offers within this email exclude flight only, accommodation only or, latter made flight hotel bookings or holiday holiday booked on [firstchoice.co.uk](#) and any other bookings.

All sponsored third opening prices are subject to change.

Free 02-08 Package. Please click [here](#) for more information.

Low Deposits: Please click [here](#) for more information.

Summer:

Ibiza from £348 - departs 3rd May 2017 from London Gatwick to Casa Lirangi, Ibiza. Based based on 2 sharing at the Sirena Casa Lirangi Resort for 7 nights.

St Lucia from £1269 - departs 18th May 2017 from London Gatwick to Anse-la-forge, St Lucia based on 2 sharing at the Paradise St Lucia for 7 nights.

Cape Verde from £703 - departs 10th May 2017 from Manchester to Boa Vista, Cape Verde based on 2 sharing at the Cuzcoite Au Karamboe for 7 nights.

Holiday Villages:

Lanzarote from £562 - departs 1st May 2016 from London Luton to Playa Blanca, Lanzarote, Spain based on 2 sharing at the Holiday Village Famigosa Beach for 7 nights.

Costa del Sol from £629 - departs 1st May 2016 from London Gatwick to Benaventeles, Costa del Sol, Spain based on 2 sharing at the Holiday Village Costa del Sol for 7 nights.

Kos from £690 - departs 3rd May 2016 from London Gatwick to Marmari, Kos, Greece based on 2 sharing at the Holiday Village Kos for 7 nights.

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BENENDEN

Client at RedEye.
Micro-site built for customer capture via a competition, to aid CRM communication.

The screenshot displays the Benenden website interface. At the top, the Benenden logo is on the left, and contact numbers for new members (0800 414 8066) and existing members (0800 414 8100) are on the right. A navigation bar includes links for home, health cover and services, insurance, benenden for business, and a healthier you. A search bar is also present.

The main content area features a large banner for a "Personal Health Fitness Campaign" with the headline "1 in 5 chances to win £100 worth of M&S vouchers". Below the banner is a call-to-action button "Enter prize draw".

Below the banner is a section titled "Taking care of your health and wellbeing since 1905" with a navigation bar for "Overview", "How it works", "What's covered", "Member stories", "FAQs", and "Enter Prize Draw".

The "Enter now for your chance to win!" section contains a thank-you message and a "Register to win" button. Below this are three boxes: "Add friends & family to your membership", "Request more information", and "Retrieve your saved application", each with a corresponding button.

The "Contact us - We would love to hear from you" section provides contact details for new and existing members, including the address at Holgate Park Drive, York, YO26 4GG, and phone numbers 0800 414 8001 and 0800 414 8100.

At the bottom, there is a footer with links for Sitemap, Careers, Use of cookies, Legal notices, Accessibility, and Help, along with social media icons and a copyright notice for Benenden 2014.

JIGSAW

Client of RedEye.
Initial newsletter campaign
built used during warm up.
Personalised to female users.

Discover the latest exclusive print from our Autumn Winter 15 collection - [Shop Online](#) Online Version

JIGSAW

WOMEN MEN GIRLS HOMEWARE EXPLORE

FREE UK DELIVERY on all orders over £100 plus **FREE UK RETURNS**



This week we take you to artistic beginnings, sharing the technique and inspiration behind the Smudge Bloom print. Painted in-house, the wintry colour-palette is made up using delicate brush strokes, dipped in water colours, bleach and ink, to create a print that is impossible to recreate. Our inspiration? Space. Space to relax. Space of our own. Space to think.

[SHOP NEW IN](#)



[Smudge Bloom Silk Midi Dress >](#)

[Jersey Zip Trousers >](#)

[Smudge Bloom Silk Top >](#)

[Natasha Block Colour Sandal >](#)

[Cashmere Katharine Sweater >](#)

[Smudge Bloom Pencil Skirt >](#)

We set out to create a print that encapsulated femininity but still held on to an abstract edge.

Lisa Berridge, Jigsaw Print Designer



HEAD BEHIND THE SCENES

Follow us on Instagram and explore what we've been doing behind the scenes.

[FOLLOW US](#)

WE DELIVER EVERY DAY | FREE UK RETURNS | FREE CLICK & COLLECT | GET IN TOUCH | ORDER IN STORE

EXPLORE MORE RANGES

WOMEN	MEN	GIRLS
New In >	New In >	New In >
Accessories >	Accessories >	Accessories >
Coats >	Coats >	Coats >
Dresses >	Knitwear >	Dresses >
Jeans >	Shirts >	Skirts >
Knitwear >	Suits >	Tops >
Skirts >	Trousers & Jeans >	Trousers >
Tops >		
Trousers >		

CONNECT WITH US



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Registered Office: 159 Montlake Road, New, TW9 4AB
Company Reg. No (England and Wales): 1099599.

Shop Online

JIGSAW

WOMEN MEN EXPLORE

FREE DELIVERY on orders over £100*



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EXPLORE MORE RANGES

WOMEN
MEN
GIRLS
HOMEWARE
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CONNECT WITH US



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Send us Comments
Want us to send you more of our
weekly inspiration? Visit our
[newsletter page](#)

JIGSAW

Microsite with 3 responsive stage. Built using HTML/CSS and XML forms.

JIGSAW

JOIN THE CONVERSATION

Sign up to our newsletters to hear about collaborations and new releases, and be first in line for exclusive events and promotions.

TELL US ABOUT YOU:

EMAIL*

CONFIRM EMAIL*

FIRST NAME*

LAST NAME*

GENDER:

DOB:

I WOULD LIKE TO RECEIVE UPDATES ON:





WOMEN'SWEAR MEN'SWEAR

GIRLS I CAN WAIT

MY LOCAL JIGSAW STORE IS:


*Required Fields

SUBMIT



Client of RedEye.
Design and build for a n email for a new credit card customer, personalised with customer information, card type and rates.

Your credit card application has been approved. Remember to activate your card when it arrives
Is this email not displaying correctly? [View it in your browser](#). Your partial postcode: ABC 123
Please refer to the [Security](#) section in the footer of this email for information about this.



Your credit card application has been approved

Here for you

Dear Ms Smith,

We're happy to tell you that your new Platinum Credit Card and PIN are on their way separately. They both should be with you within 5 working days.

What next?
To start using your credit card just activate it first – the sticker on the card tells you how.

If you've requested a balance transfer to be added this will be processed in the next couple of days. And if you have any other balances from other credit or store cards that you'd like to transfer fee free, give us a call or do it online with Credit Card Online Services.

Thanks for choosing a RBS credit card and if you have any questions please visit our support centre.

Yours sincerely,
The Credit Card Team

When you get your card

- Start using your card – activate your card by calling the number on the sticker
- Register with Credit Card Online Services to see your balance, make payments and more in a few clicks whenever you like – [register here](#)
- To make sure you don't miss a payment set up a [Direct Debit](#) for either the minimum, fixed or full repayment amount each month
- Avoid fees and charges by [setting up alerts](#) to manage your account

Your Platinum Credit Card at a glance
Ref: ABC123
You'll need this reference if you contact us or if your card doesn't arrive

Purchase rate:	Credit limit:	Annual fee:
18.2% p.a (variable)	£4,500	£24

Just visit [rbs.co.uk](#) | Call 0370 997 0015 (Mon-Fri 9am-5pm) | Find your local branch

About this Email
This email communication makes use of a 'Clear Image' (gif) to track results of the email campaign.

This email is confidential and intended for the addressee only. Please delete if that is not you.

This is a service message designed to keep you informed of important information associated with your account. Please do not reply to this email as the address is not monitored. Visit our [Support Centre](#) if you have any queries and we'll be happy to help.

Important Security Information
To help you identify our email and as an extra security measure the second half of your postcode is shown at the top. If you have not provided us with this information or you have changed address please contact your local branch to update your details.

RBS will **NEVER** ask for your full PIN or Password when identifying you on the phone or online, and will **NEVER** ask for Card Reader codes on the phone or when logging in.

Fraudsters may claim to be the bank to try and access security information. If you receive a call or email from RBS that you are suspicious about, cease the call immediately, or forward the email to phishing@rbs.co.uk. Visit rbs.co.uk/security for more information and advice.

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Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

Your credit card application has been approved. Remember to activate your card when it arrives

Is this email not displaying correctly? [View it in your browser](#). Your partial postcode: ABC 123
Please refer to the [Security](#) section in the footer of this email for information about this.

Your credit card application has been approved

Dear Ms Smith,

We're happy to tell you that your new Platinum Credit Card and PIN are on their way separately. They both should be with you within 5 working days.

What next?
To start using your credit card just activate it first – the sticker on the card tells you how.

If you've requested a balance transfer to be added this will be processed in the next couple of days. And if you have any other balances from other credit or store cards that you'd like to transfer fee free, give us a call or do it online with Credit Card Online Services.

Thanks for choosing a RBS credit card and if you have any questions please visit our support centre.

Yours sincerely,
The Credit Card Team

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