

# RÉSUMÉ

## CATHERINE LEE

#702, 555 Delestre Avenue, Coquitlam, B.C V3K 2E7

Tel: 604 783 6580 / e-mail: [catlee1@gmail.com](mailto:catlee1@gmail.com)

<http://www.mmminds.com>

### **PERSONAL PROFILE:**

Originating from an art background, supported by a Multimedia Degree and now with 9 years of commercial experience I am an innovative and ambitious designer looking for new challenges. I have worked with dynamic teams to develop cutting-edge designs according to brand and audience with a keen eye for detail and layout. I have 5 years agency experience included in the range of work environments and broad ranging client base which has led to design of award winning websites as well as an esuperbrand. Along with the ability to create compelling conceptual work while working within the restrictions of the internet, I have excellent management skills, a good understanding of technical issues and remain cool under pressure.

### **SKILLS:**

**Software:** PhotoShop, Illustrator, Flash, Actionscripting, Fireworks, Dreamweaver, HTML, CSS, Javascript, Microsoft Office, Director, Premiere, AfterEffects. InDesign, Mac or PC platform.

### **DETAILS OF EXPERIENCE:**

#### **May 07 to date - Casting Workbook**

##### **Senior UI Designer / Information Architect**

- Conceptualize consumer web sites and/or user interfaces
- Participate in all aspects of the user-centered design process
- Develop usability test plans and conduct the usability testing with users.

[Latest work](#)

#### **Nov 2006 – Mar 07 - Freelance Designer at OOC Ltd & Deep Red Marketing UK**

#### **Aug 2004 – Aug 2006 – Haymarket Publishing**

##### **Digital Art Director**

###### **Roles**

- Creating proposals, guidelines and documentation. Managing Usability Testing, Mentoring junior designers and freelancers, Managing Expectations of internal and external clients
- Responsible for managing and creating the front-end process for the online magazine sites Haymarket publish. Directing and advising offline designers and creating brand guidelines for the web.
- Tasks include; advertorial, direct marketing and banner ad creation, new designs for magazines such as Stuff and Rip & Burn

<http://www.whatcar.com> - esuperbrand and award winning site

<http://www.stuff.tv>

#### **Sep 2003 – Aug 2004 – Advertising.com**

##### **Creative Services Manager, Europe**

###### **Achievements**

- Implementing processes from scratch across Europe
- Management Training and workshops, attending online advertising seminars
- Implementation of Project Management System

###### **Roles**

- Responsible for campaign management, online advertising and marketing, email delivery, direct marketing specialising in CPA campaigns, producing creatives such as expandable banners and floating ads
- Analysing reports for campaigns working closely with the Delivery Managers to deliver solutions for online advertising
- Project and Process Management of workflow for 6 countries
- Creative direction, managing work with internal and external resource for development as well as creative

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### **Jun 2003 – Sep 2003 – Clear Thinking Group (contract)**

#### **Production Manager/ Project Manager**

Mentoring junior designers, leading the design and managing clients expectations. Project Management of a portfolio of clients

<http://www.ageconcern.org.uk>

<http://www.clearchannel.co.uk>

### **Aug 2000 - May 2002 - Realise Ltd**

#### **Art Director**

##### **Roles**

- Design consultancy, workshops, websites, pitches, information design, web accessibility awareness and documentation for potential and existing clients
- Budget and time management of projects
- Management reporting and dealing with sales, account management and development teams on individual projects
- Liasing with external companies of our own and of our clients to work effectively together
- Recruitment, team building, staff appraisals and office management

<http://www.schroders.com> - award winning site

<http://www.allenoverly.com>

### **Aug 1997 – Aug 2000 - Soft Options Ltd**

#### **Senior Designer**

- Creating a range of multimedia products from CD-ROMs to video to websites
- Project management and working closely with account managers to match the client needs

<http://www.cutty-sark.com>

<http://www.apple.com>

### **COURSES ACHIEVED**

Advanced Copywriting for the web, Writing for Digital Media (IDM), Brainstorming & Promoting Creative Thinking, Foundations of Coaching Foundations for Building Effective Teams. Implementing Performance-based Appraisals, Communicating as a Leader, Macromedia Web Accessibility, Employment law, recruiting, interviewing, Basic Level 2 German

### **EDUCATION AND QUALIFICATIONS:**

BSc(hons) Degree in MediaLab Arts 1993 - 1997

University of Plymouth

3 A levels Business Studies, Media Studies, Accounting  
NESCOT ( North East Surrey College Of Technology), Ewell, Surrey

8 GCSE's Art (A), Maths, History, French, English Literature, English Language (B), Physics, Chemistry (C)  
Convent of the Sacred Hearts, Epsom , Surrey

### **Personal Development**

I have a keen interest in travel and photography and like to get involved in charity work, In September 2006 I completed a 4 day hike through the Andes in South America to raise funds for the Diabetes Charity. I love new challenges and learning new skills whether its for work or just for fun.