

# TERESE CHRISTIANSEN

## SENIOR GRAPHIC & DIGITAL DESIGNER

A Senior Designer with 10+ years of experience working in Marketing for start-ups, international media publishers and an in-house agency. As an accomplished designer with a wealth of experience in Commercial and Corporate Marketing, I've successfully executed and delivered many digital and print projects. I work efficiently with a calm head in a team environment, looking after junior members of the design team.

I was most recently the senior member of the design team at easyProperty and I helped establish the department from the early days of pre-product launch. Prior to that, I had a six-year stint at News UK as a Digital Designer in the creative team. During this time I joined TAG when the in-house creative team merged with WPP to create an on-site agency called The Box. Before I joined News UK I studied professional photography whilst also beginning my career in web design. Previous to that, I was a web developer at a software company.

**Specialities:** Graphic & Digital Design, Brochure Design, Infographic Design, Visual Communication, Brand & Logo Design, Art Direction, Artworking, Photography, PowerPoint Presentation Design, Digital Marketing, Social Profiles and Content Design, Email Campaign Design & Build, Web Design, Prototyping, Blog Design and WordPress customisation.

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[@designermor](https://www.instagram.com/designermor)

# Experience

**Maternity leave** February 2017 - April 2018

## easyProperty

**Senior Designer** April 2015 – November 2017

As the Senior Designer in the design team, I looked after junior members. I set up and managed our marketing work schedule and received job briefs from across the business. I was responsible for the company's brand style guides, brochure & postcard design, print advertising for publications & newspapers and brand materials e.g. business cards & posters. I designed prototypes, pages & elements for the website, microsites, landing pages, email campaigns, social media content and online advertising. I did corporate photography for the executive board. Furthermore, I came up with new marketing concepts and often liaised with the CEO and CMO to whom I had to present conceptual ideas.

## easyProperty

**Creative Digital Designer** March 2014 – April 2015

I was originally hired by easyProperty when they were a small start-up for the role of Creative Digital Designer in Marketing, reporting to the Senior Designer and Head of UX to help launch a new online Estate Agency service. I created social media profiles & content and designed the first email styles & animated banners. I was in charge of all online marketing activity & advertising print campaigns and played a vital role establishing our initial brand offering. I contributed with new ideas and created wireframes for potential new sections for the website and I also designed the blog. and other areas of the website.

## TAG Worldwide / Team News

**Digital Designer** April 2012 – March 2014

As part of Team News, the in-house design agency at News UK, I proved to be an invaluable member of the new team and was directly inputting into the digital strategy which involved participating in meetings with Creative Directors and Senior Managers, who asked for my recommendations on good digital design principles and best practice. I was tasked with creating style guides for all our templates incorporating the new visual identity.

## News UK

**Digital Designer** Nov 2009 – April 2012

After a year in the editorial team at Times Online, I joined the News UK creative team and worked on an extensive array of digital projects across the business. These projects ranged from microsite & landing page design, customisation of a WordPress website, banner advert design, iPad advert design, logo design and email campaign design & build. I successfully designed digital projects from concept to execution and learned new skills along the way. I was often given the opportunity by the Creative Director to come up with my own concepts and contribute to campaigns with my professional photography.

**Nationality**

Danish

**Education**

London College of Communication, ABC Diploma in Photography, Graduated 2007

London Metropolitan University - BSc Hons, Class 2.1 - Business Information Technology, Graduated 2004

**Technical**

Adobe Creative Cloud - Photoshop, Illustrator and InDesign

Knowledge of web development – HTML & CSS

**Interests**

Photography, Typography, Technology, Art, Architecture, Yoga, Meditation, Healthy Living, Reading, Product Design and Midcentury Danish Furniture.