

TERESE CHRISTIANSEN  
SENIOR DESIGNER  
WEB & PRINT

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## Profile

Senior Designer with 8 years experience working for startups, international media publishers and an in-house agency. I am currently the senior member of the design team at easyProperty. I helped establish this department from the very early days of product launch.

Since beginning my career in Digital Design my role has developed from constructing email newsletters, animated adverts and visual graphics into a role with greater focus on best practice and implementing wider design and brand initiatives of the company. This has involved liaising with senior members of the business on key design initiatives. I am an accomplished designer now also with experience managing print projects and have had several adverts published in national newspapers. I work well with a calm head within any team environment mentoring and managing junior members of the design team. I ensure the quality of work meets industry standards and adheres to brand guidelines.

## Experience

### easyProperty Ltd

**Senior Designer** April '15 – Current

As the Senior Designer in the creative team I mentor one junior member of the team. I work product and marketing side building prototypes and designing elements for the website, managing photography projects and looking after our online advertising campaigns. I am also responsible for the company's print advertising for newspapers as well as brochures and trade show materials. I liaise with the CEO and CMO to whom I often have to present conceptual ideas.

### easyProperty Ltd

**Creative Digital Designer** March '14 – April '15

I joined the team at easyProperty in 2014 to help launch a fantastic online service. I was in charge of all things digital focusing on marketing and advertising collateral and I played a vital role establishing our initial brand offering and digital presence including social media. As a startup backed by the easyGroup, the company's aim is to shake up the property market and give the power back to the landlord, directly challenging traditional estate agencies' fees.

### Tag Worldwide / Team News

**Digital Designer** April '12 – March '14

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

### News International

## **Digital Designer**, NI Creative Nov '09 – April '12

Moving on from my role in the editorial team at Times Online I joined the News International creative department and worked on an extensive array of digital projects across the three brands - The Times, The Sunday Times and The Sun. The projects I was involved in ranged from designing microsites, customising WordPress websites, banner adverts, iPad adverts, logo design, photography and large email campaigns. I successfully worked on projects from start to finish, project managing, designing and learning new skills along the way.

## **Times Online**

### **Freelance Digital Designer** November '08 – November '09

I started out at News International as a freelancer for the Times Online editorial team where I worked on editorial and commercial projects creating banner adverts, website visual graphics, microsites, landing pages and email campaigns.

## **Nationality**

Danish

## **Education**

London College of Communication, ABC diploma in Photography  
London, UK 2006 - 2007

London Metropolitan University BSc with honours, Class 2.1 Business Information Technology  
London, UK 2000 - 2004

## **Skills**

Digital Design  
UX / Prototyping  
Graphic Design  
Branding & identity  
Digital Communication  
Photography & Art Direction

## **Technical**

Adobe Creative Cloud - Photoshop, Illustrator, InDesign  
Web Development - JavaScript  
Hand-coded HTML5 & CSS3  
Proto.io  
CMS / WordPress

## **Interests**

Photography, Typography, Tech, Modern Art, Architecture, Yoga / meditation, Reading, Product design and 60s Furniture.