

ELIN RITTER

Digital Designer and Art Director

www.postonove.co.uk

ABOUT ME

Freelance digital designer and art director, from Sweden, working in London since February 2000 with extensive experience in online media and advertising. I develop creative and effective design solutions with strong attention to detail. With an efficient and methodical manner, I work in adherence to budget, deadline, and brand guidelines where applicable.

RECENT FREELANCE WORK

Senior Designer, Dow Jones, London. January 2011-

Wall Street Journal, and Financial News. Online Advertising, Subscription page design layout, html email build.

Senior Designer, Concep, London, January 2010-February 2011

Microsites, email design, print ads, and front end html CSS

Senior Designer, Pokerstars, London, November-December 2010

Flash banner ad design and build.

Senior Designer, 35 Communications, London, March-October 2009

Annual online reports for **Tesco PLC**, also **Tesco CR report**, **Reed Elsevier**, **Compass**, **Northern Foods**, **National Patient Safety campaign** websites. Designed page layouts, created flash elements, templates, sitemaps, and also constructor's guides in Indesign.

Senior Designer, sportingbet.com, London, January-March 2009

Site updates and pages in aspx, xml, html for the Swedish, Turkish and Finnish sites.

Senior Designer, CBS Interactive, London, August 2008-November 2008

I worked on a variety of projects for CBS Interactive sites: , designing layouts and ads for advertorials and sponsorships, microsites, as well as daily lead graphics.

www.gamespot.com: Design and build of skins, flash leaderboards and competitions:

Coca-Cola, Little Big Planet, Red Alert, Dead Space, PURE.

www.cnet.co.uk: Cadillac - skin and leaderboard, Samsung Omnia - advertorial microsite,

Jaguar - advertorial microsite

www.silicon.com: franchise graphics, headers, CIO 2008 section

www.zdnet.co.uk: video franchise graphics, headers, new TOOLS section navigation

www.smartplanet.com: icons, lead graphics

Senior Designer, Reuters, London, April 2005 – June 2008

A varied role which included both design and build of advertising solutions in Flash /XML, as well as website layout design, front-end HTML and CSS build.

Customised online ad solutions for Reuters clients:

IBM , Orange, Barclays, Sony Vaio, BP , Credit Suisse, Oracle, Ecobank, Dianomi; Microsites, HTML emails, standard ad formats, rich media overlays and expandables.

Mobile ads: design for BlackBerry, Cathay Pacific, IBM on mobile.reuters.co.uk

Websites: **www.reuters.co.uk** redesign, Reuters Africa **www.africa.reuters.com** design and build, and Reuters Football **www.football.reuters.com** IA, design, and build, Reuters Editorial and Pictures Specials micro sites. in Flash and CSS/html

OTHER FREELANCE WORK AND SMALLER PROJECTS

History Channel - November 2009

Skins and site graphics

Clive media - October 2009-present

Flash Christmas cards, and HTML build of marketing emails for Torus.

VividLime - September 2009

Collect and Spend page template designs

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SKILLS

Photoshop CS5

Illustrator CS5

Flash + AS2, basic AS3

Dreamweaver

InDesign

HTML and XML coding

CSS

Editing of ASPX, PHP

Wordpress

Joomla

SEO

IA

UX

Online advertising

Standard and

customised ad formats.

LANGUAGES

Native speaker of:

English

Spanish

Swedish

Brazilian Portuguese.

Good knowledge of

French, Italian and some

German.

valeriegladwinmontgomery.com, July 2009

Website created in Wordpress with added lightbox functionality. Modification of PHP code.

Qsoft, July 2009

Selection of banner ads created for Gaydar radio.

Banner, January - February 2005

Concept design for new consumer site for ASTRA, a satellite company.

Feref, February 2005

Overlay Ads for film promotion in Flash, for Spongebob , and Madagascar.

Proximity April 2004 - April 2005

I created websites, banners emails and CD-ROMs for Eurostar, Shell, Royal Mail, Save The Children, CITB, Sainsbury's, BBDO.

Victoria Real, August 2004

Flash game design for SkyOne The Match www.skyone.co.uk/thematch

WWAV Rapp Collins, July 2004

Website for Abbott, a medical company, to promote slimming drug.

AGENCY.COM, April 2004

Designer working on www.sainsburysbank.co.uk and www.dulux.co.uk

ALCONE MARKETING, April 2004

Freelance flash designer for VUE microsite for the movie Cat in the Hat.

Wall of Sound., August 2004. Shakedown player CD-ROM created in Macromedia Director

Caterpillar Telehandler screensaver, August 2003.

Screensaver concept, design and development in Flash.

www.cdol.co.uk, since May 2002.

Cordão De Ouro Capoeira Group, London. IA, Logo, Brand identity, and website design and development.

FULLTIME DIGITAL DESIGN

RUFUS LEONARD Feb 2000 – Nov 2003

Full-time senior graphic web and Flash designer. I designed websites, banners, and worked various on corporate identity and branding projects. Below is a summary of some projects I worked on while at this agency.

www.royalmail.com

Valentine' Day campaign. Website page and banners in Flash, Feb 2003.

Lord of the Rings: The Two Towers UK official film website. Senior designer on the online campaign - a unique collaboration between Royal Mail and New Line Cinema, to promote the film. The project involved 22 other agencies, and was highly commended by New Media Age Effectiveness Awards 2003.

First Class Gold Stamps campaign. Flash animation of liquid gold, May 2002. Valentine's Day campaign. Banners and transitions in Flash. The campaign received over 5 million hits over a period of 4 days. A digital video was commissioned as a result.

www.qinetiq.com, and www.qinetiq1.com

Video flash animation promoting QinetiQ Sybard Suite, a product for data protection. Storyboards, design and build and integrated the sound for web streaming, Sept 2003. QinetiQ1 design and build of website homepage Flash intro and viral marketing campaign, July 2002.

www.thesmart.co.uk

Screensavers designed in Flash

www.mercedes-benz.co.uk

Mercedes-Benz AMG microsite in Flash and XML to promote the AMG brand in the UK. Storyboards, IA and design and build, November 2001.

Commercial Vehicles Senior designer for the websites for trucks and vans. February - April 2001.

BT (British Telecom)

BT Brand: Screensavers and wallpapers for the new brand launch, May 2003. BT Global Services: Promotional CD-ROM for worldwide distribution, March 2003. BT Evoca: Digital video for CD-ROM in Flash MX and Aftereffects, March 2003.

Morgan Stanley Financial services

CD-ROM: designed and developed in Flash, May 2002.

EDUCATION

99-00 Lambeth College, London, England. Course in Multimedia, Director and Lingo.

92-96 Central Saint Martins College of Art & Design, London. England. BA (Hon) Fashion Design with Marketing.

90-92 E.S.E.D., Madrid, Spain. Fashion Design, pattern making,

85-90 Swedish High School, Madrid, Spain. Science Graduate