Sarah Mason

DESIGNER

Education

1999
Diploma Multimedia
South Bank Institute of TAFE
&
QANTM Multimedia College
Queensland

1997
Diploma Graphic Design
Commercial Art Training
Centre
Queensland

Tools

Adobe Creative Suite

Photoshop

Illustrator

After Effects

Premiere Pro & Rush

InDesign

Dreamweaver

XD
...
Figma

Sketch

Zeplin

Proto.io

Overflow

Keynote

Conductrics

Squarespace, Wordpress
& Drupal CMS

Google Web Designer,
Analytics & Workspace

Jira Atlassian

Not on the list – I'll learn it!

Succ It & Sea ○ **CEO, Designer & Succulent Artist** Brisbane, Australia

Mar 2023 - Current

- Turned my obsession with succulents into a business that could also function as a creative outlet for myself. So, I came up with a punny name & a collection of succulent arrangement products – with a variety of price points – that can be purchased online at **www.succitandsea.com**.
- Completed all of the branding, site design, wrote the care guide & built the website in Squarespace myself.

ABC Radio Brisbane ○ **Illustrator & Designer** Brisbane, Australia

Aug 2023

- Invited by Dannika Patterson to illustrate a children's book about radio presenter Loretta Ryan (downloadable on the **ABC News site**), so that a young listener with anxiety could dress up as her hero for Book Day. There was a very tight turn around – 5 days to design & illustrate the 8 page book. **Read more** on this story.

Dannika Patterson ○ **Product Designer & Developer** Brisbane, Australia

Mar 2023 - Jun 2023

- Update children's author Dannika Patterson's site **www.dannikapatterson.com** from Word Press to Squarespace, with the goal of driving more traffic to her online shop (Square) & increasing her kudos as an author.
- Workshop & Author Visit bookings have increased by 20% since launch.

Publicis Worldwide ○ **Digital Experience Designer (Contract)** Brisbane, Australia

Sep 2022 - Oct 2022
&
May 2022 - Jun 2022

- Use Figma to design a variety of different projects including UX & UI on the Swimming Australia site, Publicis Worldwide site, Subway 'Sink a Sub' app, Cross River Rail - Experience site, Ostelin site, TMR Street Smarts site, Act 4 Kids site & Griffith University

Tin Factory Creative ○ **Digital Designer (Contract)** Brisbane, Australia

Jul 2022

- Create animated HTML5 banner ads in Google Web Designer for Helga's Toastie's

elephantCREW ○ **Brand Manager & Designer (UX / UI / Print / Motion)** Victoria Falls, Zimbabwe

Jan 2019 - May 2022

- Working with an elephant charity, I was instrumental in the development of 'Through the Eyes of an Elephant' – an immersive, educational experience initially designed for tourists to replace elephant riding. When the pandemic stopped all tourism for 2 years, we used that time and the same program to educate locals affected by Human-Elephant conflict, with the hope of preventing additional deaths.
- Rebrand from ZEWACT to elephantCREW – design logo, website **www.elecrew.org**, printed media, forms, signs
- Create motion graphics to be used on Instagram & Facebook
- Ideate social media content – edit, write captions & schedule posts using Later.com

ITV ○ **Senior UX Designer** London, UK

Jan 2013 - Dec 2019

- Lead in the transformation of 'ITV Player' into 'ITV Hub' across all three platforms – Browser, Mobile & Connected TV
- **Lead on the ITV Player mobile app (IOS & Android) which topped Apple's charts, beating all other UK channel players – including the BBC & Netflix!**
- Introduce ITV Hub+ subscription service (Stripe for payment) as an option to tailor a user's experience by removing the advertisements during playback for a small fee
- Rethink the responsive sign in/up process on browser to include email verification & Hub+ upsell, to replace native methods
- Prototyping in Proto.io, Sketch and Adobe XD for user testing & focus groups
- Create a consistent GDPR journey across all platforms
- Lead on Domino's ITV Hub cross platform sponsorship
- Mentor a Junior Designer to produce high quality promotional imagery across The Hub

Sarah Mason

DESIGNER

Skillset

Mobile, Browser & Connected TV

User Experience

Information Architecture

User Flows

Interaction Design

Prototyping

User Testing

Workshop Facilitation

Responsive Design

User Interface Design

Visual Design

Motion Graphics

Web Analytics

Web Development (HTML5 & CSS)

Graphic Design

Branding & Logo Design

Litho & Screen Print Design

Artwork Preparation

Mentoring Juniors

Teaching Students

ITV — Visual Design Manager
London, UK
Nov 2010 - Jan 2013

- Manage & mentor Visual Design team
- Work closely with UX team to re-imagine ITV.com, show, sport & corporate websites
- Create visually engaging backgrounds for ITV's biggest show sites (I'm a Celebrity..., Downton Abbey, Dancing on Ice, The X Factor, etc.)
- Devise pixel-perfect PSD templates & guidelines for internal teams & external companies to follow when creating artwork for background takeovers
- Support the Creative Team by stress testing new ITV branding on all platforms
- Work with agencies to create mobile & tablet applications

Les Trios Becs Equitation — Graphic/Web Designer & Developer
La Drome, France
Aug 2009 - Nov 2010

- Working on & learning about an eco-farm & assisting with Horse Holidays
- Designing & managing two farm websites
- Produce promotional material & sign writing on natural materials

Comedy Central — Graphic/Web Designer
London, UK
Aug 2006 - Aug 2009

- **Design Comedy Central's website launch & implement in Drupal**
- Design show & comedy festival sites, create HTML, CSS & Flash
- Design newsletters & create HTML
- Produce print artwork
- Create animated Flash banners ads & graphics for Flash games

Fridge Play — Admin & HR Assistant
London, UK
Jan 2006 - Aug 2006

- Company website maintenance & design
- Customer service management, monitoring company finances & general administration

Cube Communications — Art Director
London, UK
Jul 2004 - Jun 2005

- Design advertising media, prepare & proof artwork
- Design websites & develop HTML & CSS

Display Craft — Graphic Designer/Artist
Brisbane, Australia
Jun 2003 - Apr 2004

- Design, lay-up, proof & prepare screen printing & sign making artwork

QANTM Multimedia CMC — Graphic/Web Designer
Brisbane, Australia
Feb 2000 - Jun 2003

- **Chosen out of 60+ students to work in the creative studio part of QANTM's business**
- Design web graphics, multimedia presentations & 3D models
- Produce print artwork & illustration
- Develop websites in HTML, CSS & Flash
- Teach students basic Photoshop skills

A creative, enthusiastic designer with over 23 years worldwide industry experience.

Interests

Ceramics, Snowboarding, Skating, SCUBA Diving, Live Music, Street Art, Succulents, Photography & Vintage Volkswagens

EMPATHY • COLLABORATION • ALTRUISM

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