

Jaimie Vaughan

Portfolio: JaimieVaughan.com

Senior Graphic Designer

Citizenship: British

Corporate graphic design professional with 16 years' experience. Exposed to a range of strategic planning, brand building, negotiations, graphic and web design, operations management, marketing and team management.

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CURRENT CITY: Leeds, United Kingdom

Skills

Adobe Photoshop	Adobe Illustrator	Adobe InDesign	Adobe Acrobat Pro
Adobe Dreamweaver	Adobe XD	HTML5 / NPM	CSS3 / SASS (SCSS)
Microsoft Word	Microsoft Excel	Microsoft Powerpoint	Mailchimp

Professional Experience

FREELANCE GRAPHIC DESIGNER – UAE

/ April 2018 – Present (seeking fulltime position)

Freelance Clients:

- Omnicom Media Group : United Arab Emirates
- PHD Media MENA : United Arab Emirates
- Ignite Fitness and Wellness : United Arab Emirates
- Magenta Consulting : Jordan
- Solverminds : Singapore

FOREFRONT FACILITIES MANAGEMENT LLC – UAE

/ June 2013 – March 2018 (4 years, 6 months)

Senior / Lead Graphic & Web Designer

Main Responsibilities:

- Managing a team of 2 junior graphic designers and 1 web developer.
- Designing Brand Identities of 7 restaurants (5 of which are award-winning).
- Designing all collateral requirements for entire group including 4 corporate divisions and all restaurants.
- Liaising with senior marketing & sales management interpreting briefs, agreeing deadlines and deliverables, managing workflow, organising supplier installations and scheduling deliveries.
- Managing creative projects from initial design to completion.
- Front-end web design and management of corporate websites including testing, launching, SEO, SEM.
- Email marketing, scheduling digital campaigns and customer data management.
- Supplier liaison, sourcing, quoting, negotiations, budget management.

MUST HAVE MAINTENANCE LLC – UAE

/ October 2014 – May 2016 (1 year, 8 months)

Operations & Brand Manager

Main Responsibilities:

- Managing brand and operations of Forefront Facilities' Home Maintenance division (Dubai-based SME).
- 24/7/365 clientele liaison, scheduling of work, visits for quoting and emergency callouts.
- Managing 4 teams of technicians and ensuring scheduled bookings attended successfully.
- Compiling and pricing of clients' annual maintenance contracts, handling negotiations and approvals.
- Overseeing all client quotes including costings and negotiations through to clients' final approval.
- Ensuring client retention.
- Sales and performance reporting daily, weekly and monthly.
- Implementing processes & policies ensuring a smoother work flow.
- Managing all staff requirements on a HR level including employment, KPI's, holidays and salary increments.
- Overseeing payment of staff salaries, supplier payments and invoices.
- Front-end design and managing back-end system development of MHO, a propriety digital CRM on which the company runs.
- Branding and design of graphics, web, uniforms, vehicles, SEO, SEM, content management, Google AdWords.

VICE VERSA INTERNATIONAL LLC - UAE

/ December 2008 – February 2013 (4 years, 3 months)

Marketing & Design Specialist

Main Responsibilities:

- Devising quarterly and annual marketing plans for review with Managing Director.
- Analysing monthly sales, activations and usage statistics to implement effective partner-based incentive initiatives.
- Planning and overseeing the timely deployment of all marketing campaigns.
- Compiling sales and activation statistics (post campaign) and reporting results to Managing Director.
- Designing artwork, adhering to all corporate brand guidelines, for all marketing materials on-line and off-line including communications, campaigns, advertising, SMS print sales materials.
- Maintaining corporate franchise manuals detailing business systems, corporate policies and brand guidelines.
- Meeting, briefing and monitoring external agencies tasked with designing and developing corporate websites.
- Timely and effective communication with suppliers, partners and programme members.
- Maintaining content and partner listings on corporate websites and Facebook accounts.

AIR CHARTER INT. & SEAWINGS LLC - UAE

/ February 2005 - December 2009 (3 years, 11 months)

Corporate Brand Communications - Assistant Manager

Main Responsibilities:

- Designing the corporate identity of Seawings aerial sightseeing tours.
- Implementing corporate brand guidelines throughout all marketing executions.
- Designing and delivering marketing collateral supporting senior sales team members.
- Managing the design of all print and digital marketing materials.
- Designing graphics for aircraft, flight manuals and vehicles including minivan and golf carts.
- Communicating and negotiating with domestic and international suppliers.

STRIKA ENTERTAINMENT - South Africa

/ November 2001 - October 2004 (3 years)

Senior Digital Colourist

Main Responsibilities:

- Digital colouring (utilising Adobe Photoshop) of comic book pages for social awareness comic book titles.
- Placing of corporate sponsorship logo's and products.
- Ensuring all pages follow consistent colour pallets and meet quality requirements.

Education

DIPLOMA IN GRAPHIC DESIGN

/ January 1999 - December 2000

Advertising College of Southern Africa

Udemy Online Courses:

- After Effects Master Class: *Phil Ebiner (ongoing)*
- Advanced CSS and SASS: *Jonas Schmedtmann*
- Adobe XD - User experience Design Essentials: *Daniel Scott*
- Digital Marketing Master Class: *Evan Kimbrell*

References available upon request.