



JAMES RAWNSON

SENIOR DESIGNER

SKILLS

● ● ● ● ● Microsoft Office	● ● ● ● ● Illustrator CC	● ● ● ○ ○ HTML & CSS	● ● ● ○ ○ WordPress
● ● ● ● ● Photoshop CC	● ● ● ○ ○ After Effects CC	● ● ● ○ ○ Figma	● ● ● ● ○ Adobe Marketo
● ● ● ● ● InDesign CC	● ● ○ ○ ○ Premier Pro CC	● ● ● ○ ○ Ceros	● ● ○ ○ ○ UX/UI Design

PROFILE

A highly driven self-starter, skilled at quickly mastering new technologies, building strong professional relationships, and consistently delivering results within deadlines. With a solid track record in design across multiple sectors, I am now eager to take the next step in my career as a senior designer, leveraging my diverse experience to make a significant and lasting impact.

EXPERIENCE

Excellent Communication and Collaboration Skills

In response to a 2023 RFP with a major client, I worked with the marketing and sales teams to understand their requirements in presenting our bid most effectively. Using the content they provided, I designed a professionally structured booklet and infographics to effectively communicate key points. I carefully considered layout and the effective placement of text and visual elements to create a cohesive and engaging document that showcased our firm's values. By using feedback from internal stakeholders, I refined the visuals and layout into a compelling booklet that was praised as being "extremely polished". We won the bid and retained the client.

Creativity and Time Management

During a large-scale rebranding initiative in 2024, I worked with a design agency to develop a refreshed brand identity. Drawing on my deep understanding of the organisations principles, I contributed ideas in design meetings that shaped the final creative direction. Once the new branding was approved, I worked alongside the creative team to adapt existing materials and develop new assets for the end-of-year rollout. Managing multiple projects simultaneously, I prioritised tasks effectively, meeting tight deadlines without compromising quality. The rebrand was a success, enhancing the firm's visual identity and leading to increased client engagement.

Initiative and Development-Focused

In 2020, I took the initiative to improve our existing email templates in Adobe Marketo, despite having no prior experience with the software. Recognising this as an opportunity for both personal growth and business improvement, I proactively learned HTML and CSS, dedicating time to mastering email coding best practices. Through self-directed learning and hands-on experimentation, I developed a set of email templates for all lines of business, each of which was approved for use. In subsequent years, I maintained and refined these templates, continuously implementing enhancements to improve their performance and usability.

Attention to Detail and Technical Proficiency

In 2024, I took the lead on the annual flagship publication, [The Global ETF Investor Survey 2025](#). After collaborating with the marketing team to refine the initial design concept, I meticulously laid out the survey, ensuring charts and graphics were precisely placed for clarity, accuracy and seamless integration with the text. I then developed a suite of digital assets, including social media graphics, web visuals and email collateral, ensuring a cohesive and polished presentation across all communication channels for the survey's release.



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WORK HISTORY

Senior Designer | Brown Brothers Harriman, UK | November 2019 to February 2025

- Drive design projects from concept to completion, ensuring alignment with brand guidelines and business goals.
- Build and maintain design systems to guarantee consistency across all brand touchpoints.
- Collaborate with cross-functional teams (marketing, product, development) to craft visually engaging and user-centered designs. Create high-quality visual assets for print, digital, and social media platforms.
- Oversee the design of key publications, marketing materials, and presentations, ensuring a cohesive visual identity.
- Lead design reviews, offering constructive feedback to elevate design quality and foster team growth.
- Stay ahead of industry trends, integrating innovative design techniques into every project.
- Manage multiple design projects concurrently, meeting deadlines and exceeding client and stakeholder expectations.
- Partner with clients to understand their vision, delivering design solutions that go above and beyond.

Senior Creative Artworker | Capita Resourcing, UK | January 2018 to October 2019

- Created and edited dynamic PowerPoint presentations for the bid team, directors and senior managers across the business.
- Produced materials required for eye-catching and successful bids.
- Liaised with senior managers and negotiated deadlines in accordance with business priorities.
- Responsible for one direct line and several indirect reports specific to activity across a range of seniority levels.

Design & Production Executive | Investor Publishing, UK | September 2015 to December 2017

- Met all deadlines, including urgent ones, when collating and laying out two monthly financial trade magazines (*HealthInvestor* and *EducationInvestor*) to mutually agreed standards within the healthcare and education sectors.
- Created high-quality marketing material that was approved by senior executives for all corporate events throughout the year.
- Commended for successful and efficient troubleshooting of all technical queries in the office.

Production Assistant | Mark Allen Group, UK | July 2013 to September 2015

Managed the advertisements for thirty titles across healthcare, education, business and consumer markets. Specific responsibilities included:

- Designing and editing print and a variety of online advertisements (including email campaigns) for clients and in-house marketing.
- Setting up, tracking and reporting on online advertising campaigns.
- Compiling digital versions of all our magazines and sending to external suppliers.

Multimedia Producer | Cranberry Publishing, UK | June 2009 to July 2013

EDUCATION AND ACHIVEMENTS

- University of Gloucestershire – 2005 to 2008 – BA (Hons) Design for Interactive Media (2:1)
- High Commendation (Employee of the Year Awards 2015 – Mark Allen Group)
- Winner in the 'Effective' category (Reward & Recognition: Q2 Award 2019 – Capita Resourcing)

PORTFOLIO & CONTACT

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