

Ashley Armstrong

CONTACT

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WORK EXPERIENCE

Freelance

2015 — Present

Freelance Designer

Working as a freelancer has given me a real insight into working with clients and managing timescales for them. I have worked on websites, branding and other different projects.

Review all projects to ensure the end product is error free. Ensure 100 percent customer satisfaction by presenting art to client and giving a chance for feedback.

Design process from sketching to final concepts. Make sure the designs are user friendly if it is a interface or website.

Le Creuset

April 2014 — April 2016

Sales Assistant Keyholder

- Assist in the day-to-day operation of the store ensuring it is trading effectively.
- Assist with the implementation of advertising and promotional strategies and activities including in store cookery demonstrations.
- Assist with the day-to-day supervision of employees ensuring the store is covered.
- Handle cash in accordance with the company procedures and policies at all times.
- Stock handling, stock takes and ordering stock.
- Ensuring high levels of product knowledge

The Lifetime Company Business

February 2014 — April 2014

Junior Graphic Designer - Temporary Role

- Discuss with clients their needs and expectations
- Come up with solutions to client needs
- Communication with management and clients
- Design effective literature and graphics for clients

The White Company

April 2009 — January 2013

Sales Advisor

- To provide excellent customer service and surpassing customer expectations at every opportunity;
- To identify customer needs and answer product related questions. Be able to respond to queries on product's price, features and benefits;
- To ensure that all customers' mail orders are completed efficiently and on time;
- To take every opportunity to capture customer data in order to expand TWC database and encourage customer loyalty;
- To be able to resolve customer complaints promptly and successfully by investigating problems, developing solutions and making appropriate recommendations to the management;

QUALIFICATIONS

Certified Adobe Dreamweaver (ACA): Web Communication

EDUCATION

BA(Hons.) Digital Media

September 2015 — May 2018

Coventry University

Year 1

Creative Digital Media: Context and Practice - 70%

Digital Storytelling and Media Design - 68%

Creative Hack Lab - 72%

Key Concepts in Media and Communication - 62%

Adobe Premiere: Introduction to Film Editing - 50%

Year 2

Professional Experience - 72%

Creative and Critical Digital Practice - 65%

Creative Hack Lab 2 - 65%

Transmedia Practice - 80%

Digital Marketing and Campaigning - 71%

Experimental Narrative - 62%

Be Your Own Boss - 72%

Year 3

Analysing Media and Communication - 58%

Research and Development in Digital Media - 60%

Professional Practice Portfolio: Digital Media - TBC

Final Digital Media Research Project - TBC

Certified Adobe Dreamweaver (ACA): Web Communication: 70%

Predicted 1st Class Honours

BTEC Commercial Web Development

September 2010 — July 2012

Gloucestershire College

Computer systems

End-user support

Software development

Graphics and web development

INTERESTS

I am currently an adult instructor for the Army Cadet Force. Also I am a yellow belt in TaeKwonDo.

REFERENCES

Robert Canning - Lecturer

Coventry University

ac2131@coventry.ac.uk

Lt. Lewis Brady - Detachment Commander

Army Cadet Force - Warwickshire and West Midland (South Sector) SS

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