



## Kane Thompson

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**Online Portfolio**

[www.kanethompson.co.uk](http://www.kanethompson.co.uk)

### skills

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A working knowledge of HTML 5 and CSS 3 (including a knowledge of basic javascript coding).

A+B and multivariant testing helping improve UX and UI.

Software packages include Sublime 2, Dreamweaver CC, Photoshop CC, illustrator CC, Fireworks CS6, InDesign CC, After Effects CS4, various email packages and PHP based CMS solutions, like Drupal and Wordpress.

Experience of mobile/ responsive site development and optimisation.

Working with various International departments, including Asia and Russia.

Designing and developing social media platforms.

Agile and Waterfall working methods

Photography (film/digital), typography and visualising for print and digital.

### career history

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#### **May 2014 - Present    Freelance Digital Designer, London**

**Key roles**    Make new business relationships to acquire new work.  
Taking a brief and interpreting the needs of the client and designing the website for the user.  
Wireframing, Designing and prototyping websites, allowing the website to develop according to the users needs.  
Constantly testing the site and using analytics to inform the future iterations of the site in an agile way.  
Develop a digital brand for companies.  
Liase with backend developers to assure a smooth process.

**Key projects**    Creative Industry finance launch site -cifinancelaunch.com, Design + build  
Lucie Sheppard, Filmmaker - luciesheppard.co.uk, Design + build  
Schaefer Financial Management - <http://www.schaeferfinancial.co.uk> - current project and in design phase.

#### **July 2013 - May 2014    In-House Digital Designer, Imperial War Museums, London**

**Key roles**    Making sure that the brand guidelines are maintained at a high standard across all digital platforms and marry with the print and relevant exhibition styles, to maintain the user journey and experience.  
Update the website, keeping up with trends and incorporate new technologies to develop the website further.  
Incorporate new ways of delivering the same message, but improving on the overall user experience, by building and testing in an agile way  
Build and design bespoke emails when required.  
Design and test gallery interactives.



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## career history cont

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### July 2013 - May 2014 **In-House Digital Designer, Imperial War Museums, London**

**Key projects** Responsive website, complete redesign  
In Gallery Digital Labels, Working with video editors and programmers to help apply the brand and overall feel.  
Redesign of History pages and developing hub pages for the new pages to reside and included other elements related (e.g events).

### June 2011 - June 2013 **In-House Digital Designer, Chelsea FC, London**

**Key roles** Maintaining the brand through digital platforms and being at the fore front of technology. Working with all departments of the company, including International.  
*Internally* - Design, build and send 25% of all fan communication through email, whilst having an input of all emails the company sends.  
Adapting the the printed magazine for digital audiences, using dynamic content and interactive elements.  
Using A+B, multivariant and UX testing to gain a better understanding of the fans targeting our welcome programmes and PPC landing pages, using SEO and making web pages more natural to navigate through leads to a more enjoyable experience, higher interaction and transactions  
*Externally* - Dealing directly with sponsors (Adidas, Samsung, Delta, D&G, etc) to deliver key messages to fans through email, web and social media, whilst maintaining a balance of brand awareness between Chelsea FC and the sponsor.  
Having to produce mock-ups/wireframes and deliver solutions leading to the finished product in short time scales.

**Key projects** Responsive website, complete redesign  
Adidas kit launch campaign, Email design + online advertising.  
Delta Air Lines, celebrate new partnership and US pre season games,  
Email Design + Interactive tablet app for data capture competition.

### March 2010 - Jun 2011 **Senior Designer, Hyperama, Nottingham**

**Key roles** Managing a busy print studio, Dual elements to this busy department are our inter company activities, and our external customers  
*Internally* - Produce annual, monthly and weekly promotion material, such as sale sheets, annual catalogues, event displays, large display posters, shelf labels/talkers and Rack end displays.  
The branding of the companies own Asian Food products known as "Tiger Tiger".  
Responsible for all in house photography.  
*Externally* - Dealing directly with customers on the design criteria on any new projects, and continually developing and extending current business.  
Offering a design service to suit our customers changing needs  
Having a close relationship with suppliers and printers  
Working with in house large format printing and outside printers for specialty items or volume.

**Key projects** Tiger Tiger, Exhibition, San Francisco Fancy Food Show  
Tiger Tiger, Catalogue, complete re-design  
Hyperama, New updated in-store graphics ranging from POS to posters



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## career history cont

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### **Autumn 2009** **Pigmented Art Festival, Leicester** - Festival Creator

Key roles Establish links and coordinating events with the local authority and Local businesses  
Gain sponsorship from event locations and supportive local business, including Waterstones and the Slug and Lettuce restaurant.  
Managing exhibitors across multiple locations, and advising on display formats taking advantage of the location to the benefit of exhibitor and audiences, (Painting, Photographic, Dance, Literature).  
Creating the Festival Branding, Website, Logo, flyers and Event programme  
Co-ordinating all support staff, event promotion using the local press and radio  
Co-ordinate event workshops with myself running the photography workshop

## education

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**2007 – 2009** **De Montfort University, Leicester**  
**Studying Graphic Design and Photography**  
**Achieving 2:1 BA Hons Degree**

**2006 – 2007** Plymouth University  
Studying Photography and Graphic Design

## interests and hobbies

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I have an interest in all types of sport from rugby to the more extreme forms, but i'm an avid cyclist, from the commute into work or a planned cycle ride to Amsterdam, through France and Belgium with a mate, I love the freedom i get from cycling, however I have to admit i'm a bit addicted to Strava cycling tracker. Photographing where I've been and the build up leading up to special moments, letterpress work (it's something about the textures and the effect on the senses when printing I like), have a keen interest in music and films