

MILES GAFFNEY

WEBSITE

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PROFILE

I am a Digital/Motion Designer from St. Albans, England. I have just finished a 6 month contract role and am looking for full time work. Since graduating I have moved from traditional graphic design towards mostly digital design and then motion graphics. The bulk of my experience has been in digital marketing, I primarily use After Effects, Photoshop, Blender, and Illustrator. Please check out my website for my work.

EMPLOYMENT HISTORY

Yahoo Creative Studios EMEA | London UK – Global media and tech company

October 2022 – March 2023 (6 month contract)

Interactive Designer

- Responsibilities included designing and animating ads in various formats: display banners on desktop & mobile, video pre-roll, digital-out-of-home banners, augmented reality, and native stream (similar to social)
- Creating interactive ads such as games, touchpoints, swipe carousels, and quizzes
- Closely working with our development team to conceptualize ideas, create new formats and ways of animating
- Using my 3D skills to make objects for augmented reality ads, or helping other areas of the business like creating characters for an immersive brand experience
- Working with, and visiting international teams regularly, from New York to Tokyo, participating in global brainstorming, and collaborating on projects
- Some of the larger clients I worked with were Sky TV, Starbucks, Adobe, Ikea, M&S, Peugeot, Dell, and Lavazza
- Using Salesforce to manage cases and communicate with account managers and team members

Aro Digital | Wellington NZ – Digital marketing agency

May 2020 – July 2022

Senior Designer

- Joined as their first and only designer and, after 18 months, was promoted to Senior Designer. 2 new junior designers were hired a few months later
- As their first designer I helped greatly expand their creative services, for bigger and bigger clients, evolving with them as they grew from 10 to 25 people
- My main role was designing and animating ad campaigns for social media & google display for a large amount of clients, ranging from small ecommerce businesses, charities & non-for-profits, large nationwide brands, and government agencies
- Senior responsibilities were providing regular feedback to our other designers in their projects, upskilling the rest of the team in weekly animation sessions, and being more involved in client briefings
- Other responsibilities included being a key part of the ad ideation process, presenting campaigns to clients, constantly working with the my team and the wider company to improve our processes, and giving feedback to our clients on their own design projects
- I ran multiple internal workshops with the whole company, and led external bootcamps on design. From basic principles, design software, google slides, current trends, and digital marketing
- Had charge of the Aro Digital brand, creating slide templates, dashboards and organic social posts, maintaining their webflow website, and designing merch. I also worked with an external branding agency on their new rebrand, designing the showreel & UI of their upcoming website
- Tested & perfected an automated ad platform, called Kepla, for homes.co.nz to create monthly sets of ads for over 200 property agents. After having created them manually for a year using Indesign data-merging
- Constantly analysing data and insights from google and social platforms to improve our campaigns

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Ziff Davis International | London UK – Global digital-media company

Nov 2015 – Nov 2017

Junior Designer

- Designing static, video, and interactive online advertising for products on sites including worldwide gaming site IGN, AskMen, PCMag, and more. Creating online & print ads, websites, presentations, packaging, and any other unique tasks that the company needed for the games, movies, and TV industries
- Being the first in the company to test and use new ad creator software like Celtra and Sizmek, experimenting with new ad types before introducing them to the rest of the team
- Keeping control of multiple projects at once, ranging from month long campaigns to small tasks within a day.
- Constantly learning new adobe software, updates, and techniques to better make creative and innovative solutions
- Keeping track of ad analytics, creating reports, attaching tracking tags, and working closely with our AdOps team while running live campaigns
- Communicating with clients face to face, through email and over the phone, managing projects through from conception, design, build and review
- Working cooperatively with multiple different departments throughout the company and with our partners overseas across UK, US, Japan, Europe and Australia
- Keeping track of advertising campaigns using MS Excel and making presentations with PowerPoint
- Won Best Media Team 2016 in the UK entertainment industry

Freelance work

Aug 2015 – Present on & off

Graphic Designer

- Contacting clients directly by email and over the phone, receiving briefs, sending and discussing mocks, reviewing the final products, and organising payment
- Managing my time to complete freelance projects around other full time jobs and my social life
- Working with clients in different countries in different time zones
- Calculating fair and reasonable quotes for each project and invoicing for these after each one is finished

Heavy London Studio | London UK – Fashion design start-up

Jun – Oct 2015

Design Intern

- My main focus during my time here was designing Websites using Photoshop and Illustrator
- Creating animations, using After-Effects, for website mock-ups to show user interactions and intro animations
- Designing print projects such as leaflets, business cards, invites, and T-shirts for our showroom on London Fashion Week
- Helping out on other projects here and there for the team, including brand analysis and fashion design
- As the company was a start-up I gained the experience of working with a very tight team, on projects that commonly overlapped.
- I was able to see much clearer the struggles that a small new company goes through, how they communicated with clients, the hierarchy within the company, and the consequences when things don't go well

EDUCATION

Southampton Solent University

BA (Hons) Graphic Design

First Class Honours

Oaklands College

BTEC National Diploma

in Interactive Media

Distinction, Distinction, Merit

TECHNICAL SKILLS

Proficient:

After Effects

Blender

Photoshop

Illustrator

Indesign

XD & Figma

Webflow

Celtra

Bannersnack

Google Slides

Google Earth Studio

Fundamental:

HTML & CSS

Premiere Pro

Wordpress