

Vivienne Lovett

web, print & Photography



PROFESSIONAL OVERVIEW

www.vivienne Lovett.com

A committed, creative and accomplished Creative Designer specialising in professional services and qualified with a Diploma of Graphic Arts and a Bachelor Of Multimedia (Design). Resourceful, dynamic and highly driven to deliver extraordinary results with a proven ability to work calmly under pressure to tight deadlines. Excellent interpersonal skills, strong team player, bilingual (English and Cantonese currently learning Mandarin), highly perceptive, quickly and easily develops good working relationships, communicating clearly, accurately and concisely. Diplomatic, persuasive and good humored, maintaining a positive and supportive attitude. Skilled in creating efficient and workable processes with cross cultural work experience, providing the ability to achieve desired design results.

KEY SKILLS

- :: Effective and proven team management
- :: Strong team player

- :: Evaluation and implementation of workflow, time management and quality control processes
- :: Hands on Creative Designer
- :: Maintenance of quality control across creative department
- :: Recruitment, staff training and team development
- :: Client relationship management
- :: Online and offline branding solutions and Integrating concepts across campaigns
- :: Strong decision making and leadership abilities

EMPLOYMENT HISTORY

vivienlai.com
September 2013 - Onwards
Creative Director

- :: With the creative studio based from United Kingdom, I created and managed websites for small & large business varying from Art Galleries to Large online gaming companies.
- :: Managed and built various companies social media sites.
- :: Managed and directed photoshoots for yacht companies and local social magazines.

Pokerstars.com,
February 2013 - August 2013
Contracted Lead Creative

- :: Brought in to redesign the user experience for the Pokerstars VIP online shop.
- :: Project managed and designed the global European Poker Tour website.
<http://www.europeanpokertour.com/>
- :: Working closely with UX, IA and VP of Creative to deliver within the SCRUM sprint session.
- :: Ensuring expectations are met and the highest levels of quality control are maintained

Hotels.com (Expedia Inc),
May 2010 - December 2012
Lead Creative APAC Specialist

- :: Oversee and manage the APAC region for all User Experience and Creative Design.
- :: Attend and assist on all Customer User Testing for Asia Pacific Region
- :: Project manage the work flow for the User Experience Department. Dealing directly with external stakeholders, User Experience Leads, Product Management, Senior Management and the Development team to deliver all



- requirements on a timely release.
- :: Currently use a Agile Kamban method that transitions to a scrum UIE environment.
- :: Supporting teams within the experienced area of the site with hands on design coloboration.
- :: Working closely with UX, IA and Product managers to deliever within the SCRUM sprint session.
- :: Ensuring expectations are met and the highest levels of quality control are maintained throughout creative brief.
- :: Improvement of team morale and enthusiastic leadership style with honest communication
- :: Working closely with in-house stakeholders as well as managing the daily SCRUM tasks.
- :: Overseeing and understanding of the online user journey and the ability to identify the key events and content that will enhance conversion.
- :: Contribute to the creation of the product roadmap and provide insights such as Competitor Analysis, Persona developments and assisting with external product testing before lauching briefs.

Harrods, Sept 2009 - May 2010

Lead Creative

- :: Assisting with managing the daily operation of the department, including studio, creative and photographic resource management, project scheduling and managing workflow
- :: Managing and motivating the creative online team, plus freelancers, to achieve successful design solutions, within budget and to deadline.
- :: Ensuring expectations are met and the highest levels of quality control are maintained throughout the studio.
- :: Providing software training and support for the team, to improve skills and efficiency.
- :: Improvement of team morale and staff retention through a hands-on, enthusiastic leadership style and honest communication
- :: Working closely with in-house photography studio to maintain luxury brands showcased on Harrods.com
- :: Overseeing and understanding of the online user journey and the ability to identify the key events and content that will enhance conversion.

- :: Contribute to the creation of the product roadmap and provide insights on where user needs are not being met at the feature level
- :: Support to all in-house web developers when needed
- :: Liaising with fashion buyers of leading luxury brands to assure brand consistency on Harrods.com

SimplifyDigital, June 2009 - Sept 2009

Senior Creative Consultant

- :: Creating and rebranding the current look and feel of online and offline marketing/branding collateral.
- :: Collaborate with internal teams to design great user experiences/interfaces for the Simplifydigital website and related products.
- :: Contribute to the creation of the product roadmap and provide insights on where user needs are not being met at the feature level
- :: Providing support to all internal web developers when needed.
- :: Working closely with a variety of teams and other stakeholders to deliver outstanding creative and a seamless customer journey.
- :: Liaising with external digital clients such as



Sky, MSN, Virgin Media, BT and Orange for collaborative brand and marketing solutions.

888.com, Feb 2009 - June 2009

Senior Designer, Maternity Consultant

- :: Working closely Country Managers and external agency, assisting concise online/offline advertisement and maintaining 888.com look and feel.
- :: Managing the design team and allocating all briefs to tight deadlines.
- :: Working closely with external agencies both Local and International with all creative brand campaigns.
- :: Providing support to all international 888 web developers when needed.
- :: Assisting with Landing Pages for campaigns both Local and international.
- :: Creating and refreshing current online advertisements, print materials and adapting for each European countries.
- :: Identifying the requirement and establishing new campaigns using internal and external resources, ensuring an integrated delivery of the business to the marketplace

Ebay Inc, Feb 2007 - Dec 2008

Mid/Senior Designer

- :: Maintaining the Australian eBay website
- :: Travelling to eBay Head Office for yearly summits on updated coding requirements for all eBay sites
- :: Providing support to all international eBay web developers when needed.
- :: Creating promotional creatives for online. Sourcing new and current products to utilize eBay as a online service
- :: Managing the design team and allocating all briefs to tight deadlines.
- :: Brainstorming for innovative marketing solutions for eBay and their consumer target market
- :: Creating and organizing new online advertisements for off-site portals.
- :: Maintaining and creating advertisement on and for eBay Australia
- :: Strict guidance of eBay Style/Brand guide

Bonds Australia, June 2006 - Feb 2007

Mid Designer

- :: Designing current season women, mens, childrens and babywear catalogues

for future season.

- :: Attending Fashion Shoots for Creative Direction of future use of images through to airbrushing and finalising touch-up of images for commercial use.
- :: Creating promotional Internal and Commercial Range Books for current season range for Bonds Sales Conference.
- :: Organising clean and concise layout of artwork to manufacturing factories for production of garments.
- :: Preparation of design work for Bonds events in regard to executive conferences, corporate sponsorship, company invitations and a variety of internal communications. Corporate sponsored days
- :: Working closely with National Sales Managers, assisting them with promotional presentation for national clients.
- :: Checking and approving counter-samples of potential garments from overseas factories.

EDUCATION & TRAINING

- :: Bachelor of Multimedia (Design), Swinburne University, Melbourne, Victoria



- :: Diploma of Graphic Arts, RMIT, Melbourne, Victoria
- :: Westminster School (Year 10-12), Adelaide, South Australia
- :: Millfield Boarding School (Year 7-9), Somerset, England
- :: Kowloon/Boundary Junior School (Year 1-6), Hong Kong,

REFERENCES

Upon request.

IT SKILLS

Proficient user of Adobe Creative suite, Microsoft Office, QuarkXpress, in-house software.

PERSONAL DETAILS

- :: Citizenships ~ United Kingdom, Ireland, Hong Kong, China, Australia,
- :: Interests: Enjoy Squash, scuba diving, theatre, cinema, travelling, reading and photography
<http://www.flickr.com/viviennelai/>