



CATHERINE MACAULAY

Hello! I'm Cath Macaulay, a UX/UI and Visual Designer based in London, UK. I enjoy all parts of the design process, creative planning and engaging with consumers.

I like to work in cahoots with people to create exciting campaigns, develop brands and design engaging assets that bring ideas and concepts to life.

I take a methodical approach to understanding both client and customer needs. My creative process is very hands-on which means I immerse myself in each project I undertake to deliver an original and deliberated design.

Address

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Website

www.monkeypolice.com

Software proficiencies

Adobe CC, Figma, Invision and Sketch

Coding proficiencies

HTML and CSS

CMS

Citrix , Hybris, TeCom, Umbraco and Wordpress

EMS

Litmus, SendGrid, Silverpop

WORK EXPERIENCE

Lead Designer / RateSetter

From 2015 - 2020

- Developed UX wireframes, prototypes, and high fidelity designs
- Championed UX research and analysis of competitors
- Served as UX/UI Consultant for UX designers and CX experts
- Evolved the brand from start-up through to established business with collaboration with other teams
- Defined and developed guidelines, design systems and UI/UX templates
- Designed and coded HTML templates for responsive emails
- Implemented the production of in-house videos, animations and photography
- Founded a design team with consistently strong creative output
- Initiated design projects, marketing strategies and brand positioning workshops

UX and Senior Designer / Maplin Electronics

From 2014 - 2015

- Executed UX research and improvements for the website and emails
- Constructed mock-ups and visual concepts to enhance UX
- Developed brand guidelines and design systems
- Designed and coded new responsive landing pages and marketing emails
- Executed content updates for the site using Hybris CMS

Lead Designer / Encore Tickets

From 2013 - 2014

- Conceptualised bespoke campaign creative for in-house and affiliate platforms
- Designed and built responsive HTML emails and bespoke landing pages
- Storyboarded advertising and promotional animations
- Fostered a culture of creative thinking and constructive feedback

Senior Designer / HMV Group (including Waterstone's)

From 2007 - 2013

- Designed mobile apps, web banners, emails and landing pages
- Delivered content updates and edits for the site using Citrix CMS
- Constructed visual identities and assets for online services
- Achieved the adaption of creative across digital platforms, POS, and national press advertising for each marketing campaign

Senior Designer / Mercer

From 2005 - 2007

- Designed printed items including catalogues, adverts and bespoke assets
- Storyboarded adverts, graphs and tutorials for animation
- Developed training media for financial consultants
- Produced charts, graphs and diagrams to 100% accuracy
- Instructed and arranged print QA and specifications

Freelance / In-house and at design agencies

From 2003 - 2005

- Integrated visual identities and rebranding projects
- Assembled brand guidelines and templates
- Created bespoke designs for across all campaign sand promotions
- Designed graphics for advertising, POS, brochures, catalogues, exhibitions and events

EDUCATION

Graphic Design HND / City College Manchester

Decorative Arts BTEC / The London Institute: Camberwell College of Art

INTERESTS

I enjoy competitive sports including running, cycling and sailing. I've taken part in many organised events including the London to Brighton bike ride, the Vitality Big Half, the Thames Regatta and the London 10km race.

As a keen video gamer I enjoy creating play-through and RP videos for my YouTube channel. I've also designed websites for independent game developers for fun. I volunteer as a contributor for a national gaming community where I create merchandise, engage with members and assist in arranging events.

My other interests include mountain biking, photography, cinema, travel, fusion cooking, tech and gadgets. I've also recently completed a dressmaking course.