

## MIKE ARCHER - CURRICULUM VITAE

**Profession:** Digital Designer - [Marketing Communications]

**Current Employer:** [Healthspan Ltd](#)

**Former Employer:** [VisitGuernsey](#)

**Current Position:** Digital Designer / Email Designer - [Marketing Communications]

**Nationality:** British

**References:** I am in possession of a full set of references for all previous terms of employment.

**Certificates:** I hold full documentation evidencing attendance and exam results obtained for all academic achievements.

**Email:** [mikearcher@ma-idesign.co.uk](mailto:mikearcher@ma-idesign.co.uk) / [mikearcher30@hotmail.com](mailto:mikearcher30@hotmail.com)

**Online profile:** [Digital Portfolio](#)  
[LinkedIn](#)  
[Twitter - @digitalldesigns](#)  
[Facebook](#)  
[National Geographic photography showcase](#)  
[500px photography showcase](#)

### **Personal Statement:**

I am a pro-active, self-motivated, passionate, creative, collaborative Digital Designer. I have a personable / professional demeanor, am a strong team player and have a keen eye for detail.

### **Specific Key Attributes:**

- A genuine desire to exceed expectations and a willingness to learn and develop
- Ability to multi-task and handle complex problems in order to achieve objectives
- An ability to prioritise workload and deliver projects within stipulated timeframes
- A strong team player who adapts quickly to a new environment
- Always maintains a high level of professionalism while working
- Possesses excellent communication skills / interpersonal skills
- Reacts positively to constructive criticism

### **Notice Period:**

I have to provide 1 months notice to my current employer.

## FULL TIME EMPLOYMENT / ACADEMIC RECORD

**March 2017 - Current:**

**Healthspan Ltd**

**Digital Designer / Email Designer**

<http://www.healthspan.co.uk>

**Accountability and responsibility, I:**

- Work with the Lead Email Designer / Developer and the Creative Director on Email Design.
- Work with the Lead Email Designer / Developer on the day to day development and production of email newsletters.
- Assist the in-house studio team with asset production / web banner design.

**August 2014 – March:**

**Freelance Digital Designer - [Marketing Communications]**

**Guernsey / UK - Digital contracts**

<http://www.ma-idesign.co.uk/portfolio>

**April 2015 - August 2015 - Brief:**

'The New Zealand, (NZ), Government Flag Consideration Panel' set a brief to 'Design a new International Flag for New Zealand' [International contest].

**Outcome of my submission:**

The NZ Government Flag Consideration Panel reviewed all 10,292 submitted flag designs and announced an 'Official long-list' of 39 flag designs on 10 August 2015. As the only British Designer 'long-listed', I was honoured to have two of my designs included within the final 40 designs, from a total of 25 designers from around the world - [please see the official links to both designs and the Official New Zealand Government Global media Release with accompanying articles](#).

**Supporting New Zealand Flag urls:**

[New Zealand flag referendums, 2015 - 2016: \[Wikipedia\]:](#)

[NZ Government - 'Land of the long white cloud - Traditional blue.'](#)

[NZ Government - 'Land of the long white cloud - Ocean blue.'](#)

[List of New Zealand flags: \[Wikipedia\]:](#)

**August 2014 - January 2015:**

**Digital Design projects / contracts - Guernsey / UK based clients including:**

- Superdry - I designed a [Spring/Summer 2015 email template design](#) for desktop/mobile.
- IEB Trading - Detailed review of the allbeauty.com website, with competitor analysis.
- Australian Flag design - [In late 2015 I designed a proposed 'Green & Gold' design](#).
- [500px photography portfolio](#)
- [National Geographic photography portfolio](#)

**March 2012 - July 2014**

**VisitGuernsey [VG], [States Of Guernsey]**

**Digital Design Executive - [Marketing and Tourism]**

[www.visitguernsey.com](http://www.visitguernsey.com)

**Accountability and responsibility, I:**

- Supported the implementation of the VisitGuernsey online marketing strategy, as outlined by the marketing director: <http://www.visitguernsey.com>
- Was responsible with [Viv-id](#): (brand), [Submarine](#): (web development) and [Blix Media](#): (seo): for the ongoing evolution, (design, development and delivery), of VisitGuernsey's web / digital presence: [Website](#), [Facebook](#), [Twitter](#), [YouTube](#) and [Pinterest](#)
- Worked closely with VisitGuernsey's marketing director, [Viv-id](#) and in-house teams on the on-going evolution of the VisitGuernsey brand strategy.
- Helped identify and develop new initiatives, audiences and markets, with the in-house marketing and tourism teams, (Product, PR and Marketing).
- Was responsible for the design of VisitGuernsey's consumer, (monthly), EDM mailers (monthly) and trade mailers - English, French and German, (quarterly).
- Supported the visitor information centre, (culture and leisure department), with all campaign / print literature.
- Worked with the department's commissioned photographers and with the other members of the marketing communications team to keep the VisitGuernsey (States of Guernsey) [on-line image library](#) up to date
- Worked closely with the PR team to ensure, consistent and clear VisitGuernsey brand messaging across all digital platforms.

**States Of Guernsey (SOG)**

**Digital Design Executive, [Marketing Communications]**

<http://www.gov.gg>

**Accountability and responsibility, I:**

- Rebranded the [gov.gg website](#) within the current live wireframe structure
- Wireframed and applied States of Guernsey branding to the intranet
- Created a set of interim digital guidelines for the States of Guernsey
- Designed a logo for, 'The Hub' - Guernsey's government administration centre
- Created wireframes and rebranded [The Guernsey Registry website](#)
- Created wireframes for [The Guernsey's Careers website](#)
- Created a series of wireframes for [Guernsey Achievement Awards 2013](#)

**Applications, Technologies & Software Used:**

- Operating systems: Mac OSX
- Graphics / Web Design: Adobe CS5 - Fireworks / Photoshop / Illustrator / Flash

**10 October 2011 - February 2012**  
**Freelance Digital / Web Design**  
<http://www.ma-idesign.co.uk/portfolio>

**8 August 2011 - 7 October 2011 (3 months)**  
**Indulge Media Ltd, Guernsey**  
**Digital Designer, [Marketing Communications]**  
<http://www.indulgemedia.com/>

**Digital / Website Designs produced for Indulge Media Ltd:**

- **Guernsey Skatepark website for the Guernsey Extreme Sports Association**
- **Guernsey Triathlon Club website, (website wire framing / design)**  
<http://www.guernseytriathlon.com/> (Wireframing and design)
- **Fauxquets Valley Campsite, (backend booking system designed)**  
<https://bookings.fauxquets.co.uk/booking/step1> (Wireframe and styling)
- **Resolution IT**  
<http://www.resolution-it.co.uk>  
(Email newsletter template designed)

**Accountability and responsibility, I:**

- Conducted initial consultations with clients to discuss the needs of their business
- Created detailed wireframes, (UX/IA), considering user journeys, (Fireworks)
- Set the overall design style of the website, (Photoshop, Illustrator, Fireworks)
- Designed all website pages in strict accordance with W3C guidelines
- Brand identity / creation / rebranding / logo design  
(Skills: Good Design Practice, Accessibility, Usability, W3C Standards)

**Applications, Technologies & Software Used:**

- Operating systems: Mac OSX
- Graphics / Web Design: Adobe CS5 – Fireworks / Photoshop / Illustrator, Flash

**2010 & May 2011 - August 2011**  
**Guernsey Arts Commission website**  
<http://www.arts.gg/>

**Accountability and responsibility, I:**

- Conducted initial consultation with the client to discuss the needs of their business
- Created detailed wireframes, (UX/IA), considering user journeys, (Photoshop)
- Set the overall design style of the website, (Photoshop, Illustrator, Fireworks)

**10 March 2008 - 13 May 2011**

**Specsavers Digital Team - Global Head Office**

**Digital Designer, [Creative Advertising and Marketing Communications]**

<http://www.specsavers.co.uk> / <http://www.specsavers.com>

**Accountability and responsibility. I:**

- Was instrumental in the development of the Specsavers UK / Irish ecommerce website, (template), which is used as a global template in Australia, Denmark, Finland, Netherlands, New Zealand, Norway, Spain and Sweden.  
(Skills: Good Design Practice, Accessibility, Usability, WC3 Standards, SEO)
- Created clean, intuitive, dynamic, interactive design concepts / solutions that work in strict accordance with W3C / Group Brand Guidelines
- Worked closely with in-house Marketing department and third parties to ensure all website / Campaigns had fully integrated social media reach.  
(Skills: Brand engagement across all platforms)
- Worked closely with E-Commerce / Digital Marketing, Graphic Design, Post Production and Senior Management teams to ensure the consistent delivery of design solutions  
(Skills: Cross Platform Project Implementation & Delivery / Time Management)
- Designed websites using technologies that conform to international standards and made sure that all sites were universally accessible and WC3 Compliant  
(Skills: Learning and Developing key skills inline with industry standards)
- Designed online graphics / web banners in Illustrator / Photoshop for all local / UK / International websites
- Performed updates to external / internal websites when requested by clients  
(Skills: Attention to Detail / Project Implementation & Delivery / Time Management)

**Applications, Technologies & Software Used:**

- Operating systems: Mac OSX
- Graphics / Web Design: Adobe CS3 / CS4 / CS5 - Photoshop / Illustrator, Flash
- Web Development: (XHTML, CSS, JavaScript),
- Word, Excel, Powerpoint

**April 2006 – February 2008**

**Freelance Digital / Web Design**

<http://www.ma-idesign.co.uk/portfolio>

**April 2006 – July 2007**

**SAE International, London, (affiliated with the University of Middlesex)**

**Graphic / Web Design & Development – 15 Month Int'l Multimedia Diploma**

**Graduated with 1<sup>st</sup> Class Classification / Honours**

<http://www.sae.edu/>

<http://www.saeuk.com/>

**Applications and technologies covered throughout the course:**

- Operating systems: Mac OS X
- Graphics: Adobe CS2 - Photoshop / Illustrator
- Web Design: XHTML, CSS, Macromedia Dreamweaver, Flash, FTP
- Web Development: (XHTML, CSS, Javascript), Flash / Actionscript

**Introduction to Multimedia & Graphics / Content Integration:**

- Introduction to the Apple OS X GUI platform
- Introduction to industry-standard graphics software - 2D graphics, both vector (line drawings) and bitmap (photos)

**Project Management:**

- Managing time, ideas, resources, creativity as an industry media producer

**Standards Compliant:**

- Website creation for services / products
- Accessibility / usability concepts / theories
- Advanced concepts of human-computer interaction

**Website Design - Entertainment:**

- Creating addictive, entertaining sites with advanced interaction and narrative

**Website Development:**

- Constructing dynamic websites – advanced usability concepts / theories
- Introduction to Php / MySql – server side scripting / database structure / management
- Web 2.0 evolution & WC3 standards compliance
- Designing for usability

**November 2004 – March 2006**

**New Zealand - Career break / change**

**Auckland, New Zealand Media Design School**

Introduction to Digital Multimedia, (CS2)

<http://www.mediadesign.school.nz/>

**August - September 2004**

**TEFL - Teaching English As A Foreign Language**

Obtained the Internationally recognised online teaching qualification

<http://www.onlinetefl.com/>

**February 2002 - November 2004**

**Risk Management Associate**

**RBC: Royal Bank of Canada**

**Accountability and responsibility, I:**

- Was instrumental in the preparation and delivery, including facilitation & scribing of Risk Controlled Self Assessment, (RCSA), throughout business units within the Bank, (including Guernsey, Jersey and London).
- Provided detailed audit issue action plans, (post RCSA), for follow up covering all internal and external issues identified
- Analysed collated data and reported on Key Risk Indicators / Key Performance Indicators to Senior Management
- Provided support in the development and implementation of an effective Internal Control Framework, ensuring business unit objectives were identified and met across each respective unit of the Bank.
- Assisted in developing the delivery of an effective Internal Review Program.
- Developed a suitable platform for delivering Cash Items / Risk Exposure report to senior management on a weekly / monthly basis
- Produced monthly risk reports for Senior Management
- Assisted in establishing a cross training matrix for the Risk Management department.

**Key Competencies Required:**

- Ability to build successful working relationships across all business units within the bank / Strong sense of teamwork
- Key knowledge of Operational Risk
- Analytical Skills

**Courses Completed:**

- Royal Bank Of Canada Code Of Conduct Program
- Annual Prevention Of Money Laundering Awareness course / seminar / test
- Building Better Business Relationships 2004
- Communications course, 'Client Relations'

**February 2002 - August 2002**

**Assistant Compliance Officer, (Banking)**

**RBC: Royal Bank of Canada**

**Accountability and Responsibility, I**

- Produced monthly banking reports which included the statistical analysis of any new / old business, dormant accounts, number of internal referrals received during the month plus any disclosures made to the Financial Action Task Force.
- Prepared, 'Daily Aggregation Reports' in line with UK Companies Act.
  
- Ensured all 'key staff' had received and passed the Anti-Money Laundering

Assessment test.

- Established and provided detailed Anti Money Laundering Training for all RBC Employees.
- Completed due diligence checks on prospective clients.
- Liaised with Banking Front Office to ensure all KYC requirements were met re any New Business.
- Managed and updated all RBC Caution List databases.
- Updated RBC Sanctioned Sensitive Jurisdiction Reports as and when required.
- Prepared Disclosures to send to the Guernsey Financial Action Task Force and The Guernsey Financial Services Commission as and when required.

**Courses Completed:**

- Annual Prevention Of Money Laundering Awareness Course / seminar / test

**Assistant Compliance Officer**

**HSBC: HSBC Private Bank, (Formerly HSBC Republic Bank)**

May 2000 - July 2001

**Accountability and Responsibility, I**

- Provided an introductory training course in the Prevention of Money Laundering and a, 'Know Your Customer' course for all new members of staff.
- Reviewed all new business proposals and closed business requests for both the Private Client Department and the Trust Department.
- Prepared Monthly Branch KYC Pack for the HSBC Republic Bank Committee to discuss all new and closed business reports, account transaction monitoring business reports, client balance reports, suspense and dormant reports and an overseas business report.
- Proof read all documentation that required Branch compliance sign off.
- Assisted with the implementing of all internal HSBC Republic guidelines and company regulations.
- Carried out day-to-day checks on Suspicious Transaction Reports, (STR's)
- Ensured all Senior Management / Departmental Managers reviewed their specific, 'Group Procedures'.
- Assisted with general office duties

**Courses Completed at HSBC Republic Bank**

- Prevention Of Money Laundering Awareness Programme
- Know Your Customer Awareness Programme
- Compliance Requirements Under Guernsey Legislation
- Vigilance In The Working Environment
- Microsoft Excel Intermediate Course
- Microsoft Word Intermediate Course



**May 1999 – May 2000**

**Trainee Trust and Company Administrator**

**BDO International Limited**

**Accountability and Responsibility, I**

- Maintained accurate Client, Company and Trust records.
- Ensured statements and financial records were accurately completed / recorded.
- Kept daily records of all business transactions and movements.
- Assisted with the management of client portfolios on a day-to-day basis.
- Assisted with general office duties

**Courses Completed:**

- Introduction to Trust and Company Administration
- Introduction in the Prevention Of Money Laundering
- Trust and Company Law in Guernsey
- Communications course
- Microsoft Word / Excel Introduction Course

**Education:**

- 2006 - 2007 SAE Institute, North Road, London, UK
- 2005 Media Design School, Auckland, New Zealand
- 1995 - 1998 Canterbury Christ Church University College, Canterbury, UK
- 1990 - 1995 Elizabeth College, St Peter Port, Guernsey
- 1988 -1990 La Mare de Carteret Secondary School, Guernsey
- 1986 - 1988 Forest Primary School, Forest Road, Guernsey
- 1981 - 1986 St Mary & St Michael Infant & Primary School, Guernsey

**Academic Qualifications:**

- July 2007 Web Design & Development
- July 1998 Upper 2:1 Bachelor of Arts (Hons) Degree in American Studies & Fine Art – awarded by University of Kent
- June 1995 A-Level Passes in: Art, Geography and Politics
- June 1993 GCSE passes in English (dual award), Mathematics, Science (dual award), Geography, History, Art, French