

Contact

mikearcher@ma-idesign.co.uk

www.linkedin.com/in/mikearcher1
(LinkedIn)

www.ma-idesign.co.uk/ (Portfolio)

www.ma-idesign.co.uk (Blog)

www.ma-idesign.co.uk/photography/ (Other)

Top Skills

Web Design

User Interface Design

Marketing

Languages

English (Native or Bilingual)

Mike Archer

Senior Designer - [Website, Online Advertising, Email]:
Guernsey, United Kingdom

Summary

Specialties: Online Marketing Communication, User Interface Experience, (UI), Information Architecture, (IA), Online Branding and Visual Identity. I thrive on creating strategically joined-up, accessible, visually engaging, interactive digital solutions.

Experience

Healthspan

2 years 4 months

Senior Designer - [Website / Online Advertising]:

August 2017 - Present

Guernsey, United Kingdom

Accountability and responsibility, I:

- Work with the Digital Director, Analysts, Web Developers and UX Designers to deliver strategic / innovative design driven solutions, and assist in controlling the progress of design projects in a timely and effective manner.
- Support the in-house Marketing teams / Brand Managers by creating digital assets to support Healthspan, nurture, replenish and Elite - working with official partners including: Paris Saint-Germain Football Club, [F.C.], Tottenham Hotspur F.C, Southampton F.C. Nottingham Forest F.C. The British sailing team, The Lawn Tennis Association, (British Tennis), The English Institute of Sport, Scottish rugby and Run 4 Wales.
- Support the in-house Digital team by creating landing pages and assets, to support Campaigns and NEW product delivery, ensuring that a consistent creative execution is delivered across all of the relevant digital touch points.
- Liaise with Marketers and channel owners to ensure that designs developed meet requirements, including attendance at briefings / meetings.
- Ensure that in-house procedures / workflows are adhered to, and that files are stored in the required format / structure.

Mid-Weight Designer - [Email / Website / Online Advertising]:

March 2017 - August 2017 (6 months)

Accountability and responsibility, I:

- Worked in the in-house design studio with the Lead Email Designer and the Creative Director on Email design for Healthspan, Elite, [working with official partners including: Team Sky cycling, Southampton football club, The British sailing team, Scottish rugby], Nurture and VetVits.
- Designed web banners , [MPU, Billboards, Skins etc.], to support Healthspan advertising across third party websites - inline with UK advertising standards.
- Contributed feedback to aid in the development of the NEW Email templates - to support Healthspan: Elite, Nurture and VetVits.
- Researched, [via various blogs / Twitter], and contributed to digital / email design best practices.
- Conducted in-house training of NEW studio staff on the NEW Email design process.
- Supported the studio with wider print based jobs.

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Freelance Designer - [Website, Email, Online Advertising, Social Media]:

August 2014 - March 2017 (2 years 8 months)

[Superdry]: I,

- Designed a 'Summer 2016' Email newsletter template - Desktop and Mobile.
- Designed a 'Spring / Summer 2015' Email newsletter template - Desktop and Mobile.

[The Next Web - TNW]:

- The Next Web announced their new logo in March 2016. TNW asked "those who thought they could do a better job" to submit their design. My subtle design rework / solution incorporates a single 'responsive' shape - still with an emphasis on forward-thinking, [next], #GenerationT - Tech.

[Dyson brief]:

To design a Dyson April 2016 Email newsletter template to support the release of the 'Dyson supersonic' in April 2016.

[Virgin.com / Virgin Unite / Virgin Management Ltd brief]:

To design a Virgin.com & Virgin Unite 2016 Email newsletter template for Virgin Management Ltd.

[COTSWOLD Outdoor brief]:

To design a 'COTSWOLD Outdoor - Winter 2016 Email newsletter'. Featuring: 'Insulated jackets, kit bags, gadgets and electronics - For every winter trip'.

[allbeauty.com - IEB Trading]:

- I undertook a detailed review of the allbeauty.com website against online market competitors. My findings were presented to the Head of Digital Marketing - I was subsequently offered a 3 month contract with IEB Trading.

[Brief]: To design an allbeauty.com Christmas 2015 newsletter to promote a range of men's aftershaves / women's perfumes / fragrances.

[Australian Flag design]:

[Brief]: To design a new Australian Flag. Solution: A proposed 'Green & Gold' flag design [x2 designs]. The full concept can be viewed here > https://en.wikipedia.org/wiki/List_of_proposed_Australian_flags

[500px - Photography - 179,302 photo views - 16/07/2017]:

- I created a 500px portfolio / gallery to showcase my photography > <https://500px.com/mikearcher>

[National Geographic - Photography]

- I created a 'National Geographic Your Shot' portfolio / gallery to showcase my photography > <http://yourshot.nationalgeographic.com/profile/633454/>

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Freelance Designer - [Vexillology] - New Zealand Flag [#NZFlag]
August 2014 - March 2016 (1 year 8 months)

Guernsey

April 2015 - September 2015

[Design Brief / Contest]:

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

[Result]:

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 below:

Official NZ Government Flag Consideration Panel Global Media Release and Media Articles:

<http://www.ma-idesign.co.uk/new-zealand-flag-consideration-project-two-designs-nominated-for-the-long-list/>

New Zealand flag referendums, 2015 - 2016: [Wikipedia]:

<https://en.wikipedia.org/wiki/>

[New_Zealand_flag_referendums,_2015%E2%80%932016](https://en.wikipedia.org/wiki/New_Zealand_flag_referendums,_2015%E2%80%932016)

NZ Government - 'Land of the long white cloud - Traditional blue.'

<https://www.govt.nz/browse/engaging-with-government/the-nz-flag-your-chance-to-decide/gallery/design/18676>

NZ Government - 'Land of the long white cloud - Ocean blue.'

<https://www.govt.nz/browse/engaging-with-government/the-nz-flag-your-chance-to-decide/gallery/design/30754>

List of New Zealand flags: [Wikipedia]:

https://en.wikipedia.org/wiki/List_of_New_Zealand_flags

PLEASE VIEW THE FULL BACKSTORY / CONCEPT:

New Zealand flag design: 'Traditional Blue' - A considered evolution #Design #Vexillology

- <http://www.ma-idesign.co.uk/new-zealand-flag-design-traditional-blue-respecting-new-zealands-history/>

New Zealand Flag Consideration Project [2015] - Two designs nominated for the long-list:

<http://www.ma-idesign.co.uk/new-zealand-flag-consideration-project-two-designs-nominated-for-the-long-list/>

States of Guernsey

[Visit Guernsey]: Senior Designer - [Website, Email, Digital Advertising, Social Media]:

February 2012 - July 2014 (2 years 6 months)

Guernsey, British Isles

Accountability and responsibility, I:

- Supported the implementation of the VisitGuernsey marketing strategy, as outlined by the Marketing and Tourism Directors: 2012 - 2014 > <http://www.visitguernsey.com>
- Was responsible with Viv-id: [Graphic Design & Brand], Submarine: [Web Development] and Blix Media: [SEO] for the ongoing evolution, [design, development and delivery], of VisitGuernsey's web / digital presence including: Website, Facebook, Twitter, YouTube and Pinterest
- Worked with VisitGuernsey's Marketing and Tourism Directors, Viv-id and The Partnership, [creative agencies], and in-house Marketing, Product and Trade teams on the on-going evolution of the VisitGuernsey online brand strategy.
- Helped identify and develop new initiatives, audiences and markets, with the in-house marketing and tourism teams, (Product, PR and Marketing).
- Responsible for the design of visitguernsey's consumer, [monthly], edm mailers [monthly] and trade mailers - English, French and German, [quarterly].
- 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
- Realigned VG's social media channels 2012 - 2013.

States of Guernsey

[States of Guernsey]: Senior Designer - [Website, Email, Digital Advertising, Social Media]:

February 2012 - July 2014 (2 years 6 months)

Guernsey, United Kingdom

Accountability and responsibility, I:

- Wireframed and applied consistent branding to the States Of Guernsey intranet.
- Rebranded the States Of Guernsey website, [2012 - 2014].
- Created a set of interim Digital Guidelines for the States Of Guernsey.
- Designed a logo for, 'The Hub' - Guernsey's new Government Administration Centre.
- Created wireframes and rebranded The Guernsey Registry Website

- Created wireframes for The Guernsey Careers Website.
- Created a series of wireframes for The Guernsey Achievement Awards [2012]
- Designed a suite of, 'Guernsey Food Hygiene Information Scheme' stickers on behalf of Environmental Health. The stickers show a hygiene score, and are displayed in all local food businesses around Guernsey.

Applications, Technologies & Software Used:

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

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Freelance Designer - [Website, Email, Online Advertising, Social Media]:

October 2011 - February 2012 (5 months)

British Isles

[Central Saint Martins - UAL - University of the Arts London]:

[Brief] - To design a homepage for the new Central Saint Martins website. The website design sensitively incorporated historical and modern references that were a nod to the heritage of CSM's past - the Soho campus. The design also embraced the bold move to The Granary building, King's Cross campus which represents CSM's future. The design pitch was successful and I was offered the role of Web Designer with University of the Arts London.

[Eden Project]:

[Brief] - To redesign The Eden Project website - The proposed solution is outlined via the link below.

[Tokyo 2020 Olympics logo design]:

- My proposed 'origami crane' logo concept / design, is based on the strong, iconic, universally recognisable Japanese symbol of 'good luck and peace' - which encompasses the true essence / spirit of the Olympic movement.

PLEASE VIEW MY ONLINE PORTFOLIO > <http://www.ma-idesign.co.uk/portfolio>

Indulge Media Ltd

Senior Digital Designer - [Website, Email, Online Advertising]:

August 2011 - October 2011 (3 months)

Guernsey, British Isles

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 each website, (Photoshop, Illustrator, Fireworks)
- Designed all website pages in strict accordance with W3C guidelines
- Created a brand identity / logo for the Guernsey Skatepark

Digital / Website Designs produced for Indulge Media Ltd:

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

Applications, Technologies & Software Used:

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

Specsavers Optical Group

Mid-Weight Designer - [Website, Email, Online Advertising, Social Media]:

March 2008 - May 2011 (3 years 3 months)

British Isles

Accountability and responsibility, I:

- Was instrumental in the development of Specsavers UK / Irish ecommerce website template, used as a global template in Australia, Denmark, Finland, Netherlands, New Zealand, Norway, Spain and Sweden.
- 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 have fully integrated social media reach.
- Worked closely with E-Commerce / Digital Marketing, Graphic Design, Post Production and Senior Management teams to ensure the consistent delivery of design solutions
- Designed websites using technologies that conform to international standards and make sure that they are universally accessible and WC3 Compliant
- Designed online graphics / web banners in Illustrator / Photoshop for all local / UK / International websites including those mentioned above
- Performed updates to external / internal websites when requested by in-house clients

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

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]

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Freelance Designer - [Website, Email, Social Media]:

April 2006 - February 2008 (1 year 11 months)

London / British Isles

RBC: Royal Bank of Canada

2 years 10 months

Risk Management Associate

February 2002 - November 2004 (2 years 10 months)

British Isles

Accountability and responsibility, I

- Was instrumental in the preparation and delivery, including facilitation & scribing of Risk Controlled Self Assessment, [RCSA], throughout business units in 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 & Compliance Department

Key Competencies Required:

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

Compliance Officer, (Banking)

February 2002 - August 2002 (7 months)

Guernsey, British Isles

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 at Royal Bank Of Canada

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

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

Assistant Compliance Officer

May 2000 - July 2001 (1 year 3 months)

British Isles

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'.
- 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

BDO International Limited

Trainee Trust and Company Administrator

May 1999 - May 2000 (1 year 1 month)

Guernsey, British Isles

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 at BDO Reads International Management Ltd:

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

Education

SAE Institute - London, [Accredited by Middlesex University]

Web Design & Development · (2006 - 2007)

Media Design School

Introduction to Digital Media · (2005 - 2005)

Teaching English as a Foreign Language

Online, Teaching English as a Foreign Language · (2004 - 2004)

Canterbury Christ Church University - [UK]

American Studies & Fine Art, American Art in the 20th Century & Printmaking · (1995 - 1998)

Elizabeth College, Guernsey
A-levels and GCSE's · (1990 - 1995)