James Balderson

Email Developer | Banner Developer

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Profile

I'm a Digital Developer who specialises in interactive HTML emails and HTML5 Banners. I can design and or build responsive standards compliant HTML emails for one off or automated eCom marketing. I can also convert your PSD designs or story boards into animated HTML5 Banners.

Experience

Self Employed @ Balderson Digital - September 2018 - Present
This is the company I trade under for all Freelance and Contract work, please visit balderson.digital for more details and Freelance work samples.

Some of my highlights while working freelance are:

Email Developer @ Armadillo - 10th January 2022 - 17th November 2023
Here I built interactive and personalised HTML emails from Photoshop and Figma for Armadillo's clients Disney, McDonald's and Cunard. These included interactive pure CSS carousels, video, click to reveal and pop-ups. All with fallback options for devices that do not support these technologies, such as Outlook for Windows.

Email Designer / Developer @ LEAP - June 2019 - August 2021
Working at NewDay, designing, adapting and building HTML emails (Photoshop/Hand Coded) and creating social media content (After Effects).

Mid-Level Developer @ Hogarth Worldwide - September 2018 - November 2021
Hogarth Client Workshop - localising 1st tear product marketing pages. Followed by further localising for 2nd and 3rd tear locations. Skills used SVN, HTML5 and CSS3. Also HTML5 banner and email development Rolex, TK Maxx, Coca Cola and Nespresso.

My freelance clients include:
WeAreWiser, Pulse Creative, Mischievous Wolf, Outra/UPSTIX, Publicis Sapient, Precious Media, Red Havas, Wunderman Thompson, Perfumers 1870 (Penhaligon's and L'Artisan Parfumeur), Karmarama and Proximity London.

Digital Developer @ LEAP - March 2010 - September 2018

My last role was Digital Developer at Loveurope and Partners' office, creating HTML5 banners for J.P. Morgan Asset Management and Volkswagen as well as HTML email builds for NewDay, Atomic and Volkswagen. Other experience included:

Consulting for NewDay's London office providing advice and support on several digital projects directly to stakeholders and a project to refresh and modernise the notification emails to customers ending with a First Data API driven Salesforce based system.

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Heading up the digital department at AdZone, LEAP's studio within adam&eveDDB. Through developing the responsive email design for high pixel density displays, such as the iPhone, I made previously un-mobile friendly content, crisp and eye catching. The head of Regional Marketing at Volkswagen, referred to this as "a breath of fresh air!"

Head office in Clerkenwell

In-house studio at J.P. Morgan Asset Management. At the head office I worked on digital projects for Investec, FSCS, LG, Peroni and Glenmorngie.

Frontend Developer @ Crab Creative - February 2009 - January 2010
My first job was with Crab Creative, a small digital start-up in the heart of Shoreditch, dealing with some of the largest brand names in the world, Rocco Forte, for example Harris Grant, Tilda, Nature Valley, Alpro Soya and Green Giant.

Education

University

BA (Hons) Graphic Design (Visual Communication) (2008)
Thames Valley University

Skills

Coding

Interactive HTML5 email templates (for many CRMs, including Aprimo, IBM Watson Campaign Automation, Redeye Contour, Salesforce, Campaign Monitor, Braze and MailChimp).
HTML5, CSS3 and Javascript (GSAP) for Banners Ads (for DC Studio, Sizmek and Flashtalking).

Software

Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator, InDesign and After Effects), Microsoft VS Code, Microsoft Office 365, Sketch app, Figma and Google Web Designer.