

James Balderson

Digital Developer



27 West Hill
Dartford
DA1 2EL

07732323064

james@balderson.me
james.balderson.me

Profile

Communicating messages and information through a visual medium as an alternative to the written word has always fascinated me, helping me overcome the challenges of dyslexia.

Upon graduating, I was offered and took a job at Crab Creative, working as part of a small successful digital start-up in the heart of Shoreditch, dealing with some of the largest brand names in the world.

The importance of client relationships became ever more centric to success when I joined Loveurope and Partners (leap), working directly with the account managers and marketing departments of the clients towards their digital goal's.

Experience

HTML5 Banner Developer, Hogarth Worldwide, London, 09/2018 – 03/2019

hogarthww.com

I joined Hogarth initially on the busy Rolex account as a HTML5 banner developer creating banner from templates, troubleshooting and uploading to Sizmek. But quickly expanded with other accounts such as TK Maxx emails (Silverpop and Litmus) and HTML5 banners (Flash Talking), Coka Cola (Flash Talking), PMI emails (Litmus) and Nespresso (Google Double Click).

Digital Developer, Loveurope and Partners, London, 04/2010 – 09/2018

leap.london

My last role at leap was at their head office, creating rich media banners for J.P. Morgan Asset Management and Volkswagen as well as HTML email builds for NewDay, Atomic and Volkswagen.

Before this I was consulting for leap at NewDay's London office. Here I provided advice and support on several digital projects directly to various stakeholders, including changing their registered addresses across all their digital platforms. After, I embarked on a project to refresh and modernise the emails which customers get as notifications during and after their Credit Card Application, this ended with a migration to a First Data Api driven Salesforce based system.

Probably my most enjoyable role was at leap's AdZone Studio at adam&eveDDB's office in Paddington, on the Volkswagen Regional account. I worked closely with the account managers for both commercial and consumer retailers. This is a very busy studio, both print and digitally based, where I headed up the digital department. Day to day I adapted press and mailers into our pre-approved responsive email templates for sending through "IBM Watson Campaign Automation" or to be supplied as elements for the retailers to send. Through developing the responsive email design for high pixel density displays,

27 West Hill
Dartford
DA1 2EL

07732323064

james@balderson.me
james.balderson.me

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!”

Also I supplied digital rich media adverts to all regional Volkswagen Consumer and Commercial Vehicle retailers.

During my time at leap I've worked at our head office in Clerkenwell and our in-house studio at J.P. Morgan Asset Management. At our head office I worked on digital projects for Investec, FSCS, LG, Peroni and Glenmorngie.

Freelance Front End Developer, Crab Creative, London, 02/2009 – 01/2010

www.crabcreative.com

Working as part of a small successful digital start-up team in the heart of Shoreditch. Responsible for working on the following leading brands:- Rocco Forte, Harris Grant, Tilda, Nature Valley, alpro Soya and Green Giant.

Education

University

BA (Hons) Graphic Design (Visual Communication) (2007-2008)
Thames Valley University

HND Graphic Design (2004 – 2006) (Merit profile)
Thames Valley University

ND Graphic Design (2003 – 2004) (Merit profile)
Kent Institute of Art & Design

Skills

Coding

Responsive HTML5 email template (for many CRMs, including Aprimo, IBM Watson Campaign Automation, Salesforce, Campaign Monitor and MailChimp)
HTML5 + CSS3 for HTML Rich Media (for DC Studio, Sizmek and Flashtalking)
Basic PHP and MySQL

Software

Adobe Creative Suite 2019 (Adobe Dreamweaver CC, Adobe Photoshop CC
Adobe Illustrator CC, and basic Adobe InDesign CC and Adobe After Effects CC)
Virtual Machines (Oracle VM VirtualBox, Parallel's Desktop for Mac, VMWare Fusion)
Microsoft Office 365

27 West Hill
Dartford
DA1 2EL

07732323064

james@balderson.me
james.balderson.me

Interests

At the weekends I enjoy browsing antique, vintage and collectable shops especially for Vinyl. I enjoy cross country walking, especially if it gives me the chance to take some photographs. I also enjoy skiing, seeing live Theatre, going to concerts and watching the latest Hollywood releases. My technical interests extend into high-end Hi-Fi, network and internet technologies, as well as running several websites;

www.tiredbees.com

www.simonbrandon.me

athroneofshadows.com

books.nuckley.me.uk

References

Are available upon request.