

# James Balderson

Freelance Digital Developer



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## Profile

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

Upon graduating, 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.

The importance of client relationships became even 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 goals.

Most recently, I freelanced with Hogarth on the Rolex and TK Maxx accounts.

## Experience

**Email Developer (Contract), Penhaligon's, London, 16/07/2019 – present**

**Email Developer (Contract), Karmarama, London, 19/07/2019 and 29/07/2019**

**Email Designer / Developer (Contract), Loveurope and Partners, London, 10/06/2019 – 12/07/2019**

**Email Developer (Contract), Wunderman, London, 14/05/2019 – 07/06/2019**

**Email Developer (Contract), Mail Newspapers, London, 17/04/2019 – 26/04/2019**

**Email Developer (Contract), Proximity London, London, 18/03/2019 – 29/03/2019**

**HTML5 Banner Developer (Contract), 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 (IBM Watson and Litmus) and HTML5 banners (Flash Talking), Coca 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 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 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.

Heading up the digital department at AdZone, LEAP's studio within adam&eve. Through developing the responsive email design for high pixel density displays, such as the

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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.

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

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

## **Education**

### **University**

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

## **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