Harrison Adam Cole

Mobile: 07922407596   Email: Harrisoncole12@outlook.com   Instagram: @crimson.design

LinkedIn: www.linkedin.com/in/harison-cole-crismson-in-capitalsPersonal   Website: https://crimsonincapitals.github.io

Professional Background

Cudoni (Quick Move Ltd)

Junior product photographer   Aug 2022 – Present

Cudoni is an online clothing resale marketplace, selling high end second hand product. Cudoni handle the full process, collecting, evaluating and photographing items which are then stored and sold through the online platform. Working in the photograph team the role involves staging and photographing items in a studio setup. With clear targets and expectations this role is highly optimized for efficient throughput.

Fast Generations

Junior social media creative (Apprentice)   Apr – Aug 2022

Fast Generations are a digital marketing agency that specialises in Pay Per Click (PPC) advertising. My primary role was creating image content for social media accounts. I managed 12 accounts across industries such as: civil engineering, garden landscape design, and luxury car hire. My other duties included Facebook Ad management, Google My Business management, web design, and photography. I was the primary photographer for the company and worked with businesses from different industries to create more unique and engaging online presences. A few examples of clients I worked with include a tanning salon aiming to boost their image, a small art gallery with the target of increasing foot traffic, and a football pitch hire company looking to lift booking rates. I worked to briefs and also had the opportunity to develop briefs for clients, to ensure their expectations were met. This was a diverse role in which I worked across departments, delivering on a variety of levels.

Ask Italian

Kitchen porter   Sep – Dec 2018
Bar tender   Dec 2018 – Sep 2021
Local social media manager   Jun 2021 – Apr 2022
Manager on duty   Sep 2021 – Apr 2022

I carried out a variety of tasks as a manager at Ask Italian. These included schedule management and rota writing, as well as content creation for the Haslemere social media presence. I also carried out customer facing duties, welcoming customers and dealing with customer complaints. In this role, I improved my ability to convey information to, and understand the needs of, a variety of audiences.

Freelance Graphic Designer

Aspinal of London   Sep – Dec 2019

The managing direct of Aspinal of London and I primarily worked on logo and iconography for the brand, expanding and defining brand symbols. I also worked on typology, creating a font for use in word marks for the brand, as well as sister brands they are looking to develop.

Bobbin & Em   Sep – Dec 2021

Bobbin & Em is a small business that sells face masks. I helped them create a brand identity by talking them through the creation of guidelines to ensure their small business had an identifiable brand aesthetic. I created a logo and other visual materials, including the thank you note included with each mask.

Ask Italian (other locations)   Aug 2021 – Apr 2022

I worked with Ask restaurants on profile pictures and post frames, as well as other visual assets. This was done to help them achieve better engagement with local communities. I created primarily illustration-based designs, such as oranges, olives, and candy canes. Examples can be seen on @askitaliantaunton . All assets were made in line with overall ASK Italian brand image in the 'PRIMO' style.

The Dog Room   Mar – May 2022

The dog room is a small dog grooming business located in Haslemere. I worked with Jo (business owner) to create a brand aesthetic that she identified with her and her clients. I created a scalable logo, a brand colour palate, and I selected fonts that would work well with her branding. I also assisted in the setup of Facebook and Instagram pages, created their Google My Business account, and designed business cards and signs which I then helped her order through Vistaprint.

Certifications

Meta Front-End Development - Coursera

Unit 1 Intro to Front-End Development: 100%	Unit 4 HTML and CSS in depth: 100%
Unit 2 Programming with JavaScript: 100%	Unit 5 React basics: 99.20%
Unit 3 Version control: 100%	Unit 6 Advanced: 98.21%

Education

A level (Alton College 2017 – 2019)

Computer Science: D	Photography: A

G.C.S.E. (Bohunt School 2012 – 2017)

English Literature: 6 (B)	Science Additional: D
English Language: 4 (D)	Information Technology C
Mathematics: 8 (A*)	Computer Science: C
Science Core: C	Art: B

Other

Level 3 Cambridge Technical Certificate in Graphic Design (Alton College 2017– 2019)

Skills

Development

Languages
- HTML
- CSS
- PHP
- SQL
- JavaScript
  - React
  - Node

Implementations
- E-commerce
- 2d games
- Portfolio website

Marketing

Platforms
- Facebook Business
- Google Ads
- SEO
- Google My Business
- LinkedIn
- TikTok
- Pinterest

Tasks
- A/B testing
- Brand lift testing
- Facebook business Account Authentication
- Social media calendar management
- Ad management on meta platforms

Design

Software
- Affinity Designer
- Affinity Photo
- Affinity Publisher
- Figma
- Canva
- Capture One
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator

Practices
- Persona creation
- User journey testing
- Wireframing
- Social media post template creation
- Digital illustration
- Lettering
- Icon design
- Branding material creation
- GUI design
- Creating mock-ups
- Isometric illustration
- Vector illustration
- Line art
- Photo editing
- Retouching

Computing

Office

On top of standard knowledge like the use of word and PowerPoint, I also have experience using advanced excel features and Microsoft Access, from studying computer science and information technology. I have also used PowerPoints more niche features such as exporting as a video, and fully automated slideshows.

Backend Web development

I've been using PHP for the backend of my Web programming, with PhpMyAdmin being used for database management, which required the use of my pre-existing SQL knowledge, gained from doing A level Computer Science. I've used PHP for creating an account system, for which regular expressions were also used, and getting product information from a database.

Front end Web development

I learned HTML and CSS from an online course to make a portfolio website. Once I had finished the website, I went on to learn JavaScript in order to make the site more responsive. This has been shown in studies to greatly improve user retention. In addition, I have experience making calls using the Facebook API, to fetch data from the Meta graph and using jQuery to update the webpage live with the fetched content. This requires an understanding of the JSON file standard.

Other coding skills

I've also gained experience using Visual Basic and Python from my A level Computer Science. As far as coding environments are concerned, I use Visual Studios code for web projects, and I used visual studios for visual basic projects. I use XAMPP for live web projects so I can edit and test my code as I develop.

Facebook Business

I have experience using all aspects of the Facebook Business Suite. This includes analytics for Facebook and Instagram, linking Facebook pages with Instagram accounts; scheduling posts based on audience usage information and targeted advertising across Meta platforms. Working for an agency means I have experience using Meta Business accounts to manage permissions for clients, employee's and apps. As part of my programming experience, I've implemented 'login with Facebook' functionality on a website, using my Facebook developer account.

Google My Business

I've created and maintained Google My Business accounts for both chains and single location businesses, engaging with reviews and posting optimised update posts. I also have experience dealing with verification and account suspension issues.

Google Ads

I've used Google Ads to run campaigns that target searches using exact match and broad match keywords, as well as the use of negatives and location restrictions to ensure greater conversion per click.

Management

Time management / role assignment / schedule management

During my time as a manager at Ask Italian I organised team schedules and assigned roles based on workforce size and needs. I was also entrusted with health and safety checks, and end of day financial checks.

Design

Photography

While studying photography, I became quite familiar with the set up and use of a studio environment. I also learned best practices for street photography, both from a photography and ethical point of view. In both controlled and organic lighting, I took a wide range of types of photos, including still life, abstract, and portrait photos. I practiced skills like spotlighting, model guiding, and angle manipulation.

Affinity Designer

I've used Affinity Designer for a wide range of tasks, from font prototyping while working with Aspinal of London, to isometric and geometric design for poster, which I published on Displate (an online retailer). I've also done other illustration, vector logo and icon design. All my freelance graphic design work was done using primarily Affinity Designer.

Canva

I used Canva for the creation of social media content in my time at Fast Generations. While it's limited in what you can do, it is easy and fast to use.

Adobe After Effects

I have experience using After Effects for the creation of simple animations, used in ads, and on social media. I primarily used object scale and transform to create short graphic videos.

Figma

I used Figma to design interactive mock-ups for my coding projects as well as to create demos of UI concepts. I've extensively explored how components, and component sets work, including joining the Beta to test interactive components.

Photoshop

I used Photoshop extensively throughout my A level Photography and C tech Graphic Design for photo manipulation, blemish retouching, collage creation, and other design work. I also have experience using other Adobe software to edit raw photos and to create documents for print.

Affinity Publisher

Affinity Publisher is an alternative to Adobe InDesign that I have used for creating portfolios and workbooks for my freelancing work. It has very tight integration with Affinity Designer making workflow quick and fluid, greatly improving open dialogue as concepts develop with clients and the workbook needs to be updated.