

# Sarah Kirk

Digital Designer with 7 years experience in law publishing

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## EXPERIENCE

### Law Business Research, London — *Digital Designer*

MAY 2015 - PRESENT

Managed release of projects from requirements gathering, testing, and product finalisation whilst making sure key requirements were met within project timeline.

Created detailed mock-ups for new page layouts and new features. These would highlight functionality and any design requirements.

Instructed and managed each page specification with the offshore development company using their project management support system.

Applied responsive designs to the websites, produced using CSS and HTML. Designed and created HTML responsive email newsletters per brand as per requirement from stakeholders.

Produced high-quality lead images, banner adverts and jumbotrons for products.

Created, managed and updated UAT spreadsheets for new projects. These would contain amendments from various internal teams in the company.

Q&A tested all of the web pages and functions that the offshore company built. Made sure these were of a high-quality to show the stakeholders. Instructed offshore and internal development with new function and website builds.

Involved in UX requirements for the CMS - detailed usability improvements for the users and instructed offshore development team to action these specifications.

Managed internal and offshore development support request. Provided support and training for the CMS.

### Law Business Research, London — *Design and content manager*

MAY 2014 - MAY 2015

Managed digital content on the websites. Delegated content to be processed amongst my team. Worked closely with the print production team to make sure deadlines were met.

## SKILLS

HTML and CSS

Responsive email and web design

Adobe Creative Suite:  
Photoshop, Illustrator and InDesign

Office 365 and Google docs

Operating systems: Windows and Mac OS

Email marketing broadcast tools: dotmailer and eCircle

SVN: Github and Tortoise

CMS and databases:  
phpMyAdmin, Wordpress, Kreatio CMS and an internally built CMS at Law Business Research

CRM: Workbooks

Sublime, Notepad ++, Moqups, Trello, Tender, HipChat and FileZilla

## COURSES AND RECOGNITION

### Front-end development

Involving HTML5, CSS3 and Javascript

Steer, London - 11th May 2015 to 15th May 2015

### GAR ART workflow tool

Recognition award for web

Communicated with external clients regarding our content. These included: LexisNexis, Bloomberg and Thomson Reuters. Answered questions and letting them know about new content.

Liaised with internal departments on a daily basis. These departments included: marketing, subscriptions, paid-for content, events, print production and management.

Produced high-quality, responsive HTML emails (created new templates and edited existing templates), banner adverts, lead images, PowerPoint presentations, and sourced image assets.

Took charge of managing web support (Tender), notified my team members in digital content if any issues required urgent attention. Identified and delegated which requests would go to the developers, designers or digital content team.

Project managed the digital content team and kept a record of what had been completed.

### **Law Business Research, London — *Content Coordinator***

MAY 2011 - MAY 2014

Proactively managed web support requests, delegated tasks to development or digital content.

Designed banner adverts for the websites and email newsletter campaigns for marketing.

Redesigned the marketing emails for the events and marketing teams.

Managed the email marketing tool eCircle by scheduling campaigns and address books for all the brands.

Uploaded biographies and co-publishing articles for all brands at the company to the CMS and SQL databases.

Managed the people and organisational data in the CMS and SQL databases. Insured that the data was kept clean with no duplicates.

### **Law Business Research, London — *Web and Content Junior***

JUNE 2010 - MAY 2011

Dealt with internal web support requests.

Uploaded biographies and co-publishing articles for all brands at the company to the CMS and SQL databases.

Edited images to be used in author profiles.

Scheduled marketing emails and updated email marketing address book lists.

design on the new successful workflow tool that profiles arbitrators and who sat with who on cases.

## **PROJECTS**

Gathered requirements from stakeholders, redesigned and project managed the website builds for: [Global Investigations Review](#), [Global Arbitration Review](#), [Global Competition Review](#) and [Latin Lawyer](#).

Gathered requirements from stakeholders, designed and project managed the new vertical [Global Restructuring Review](#).

## **ACTIVITIES AND INTERESTS**

Web design, Interior decorating, DIY, gardening, reading, photography, social media, gaming, cinema, travelling - recently visited India to work with offshore development team and visit Russia for holiday.

## **LANGUAGES**

Native English

## **Morrisons, Kingsbridge, Devon — *Customer Service Assistant***

SEPTEMBER 2007 - MAY 2010

I learnt the role of supervising a team of up to 12 customer service assistants.

Responsibility for change requests of the operators and keeping account of the shop floor safe.

Managed shift patterns and breaks. Dealt with customer enquiries and complaints. Maintained a high-standard of customer service and set a good example to the team.

I was trained in health and safety and food hygiene.

## **Gamestation, London — *Store Manager***

MARCH 2003 - SEPTEMBER 2006

I was responsible for managing teams of up to 8 shop floor staff. My tasks included recruitment, organising staff rotas and monthly appraisals, ensuring that staff were paid the correct amount. Weekly financial reporting of branch sales figures to senior management, control of stock and end-of-day accounting.

I was recognised for managing one of the best-performing stores in the United Kingdom and regularly exceeded sales targets.

I became a trouble-shooter manager for ailing stores and turned around two loss-making stores to return profits above targets in a matter of months.

## **EDUCATION**

### **Sheffield Hallam University, Sheffield — BA (Hons) Fine Art in Painting and Printmaking**

SEPTEMBER 1999 - JUNE 2002

### **South Devon College, Torquay**

A-level Photography

A-level Art & Craft

BTEC ND in Art & Design

SEPTEMBER 1997 - JUNE 1999

### **Kingsbridge School and Community College, Kingsbridge, Devon — 8 GCSEs including English and Maths**

SEPTEMBER 1999 - JUNE 1997