

Marie Scholes

Digital Producer and Designer

www.mariescholes.paspartout.com
17 Plantation St, Rawtenstall,
Lancashire, BB4 7NZ
T: 01706 221137, 07779 207738
E: mariescholes@hotmail.com

CREATIVE SKILLS

Brainstorming. Creative thinking. Web content design. Photography. Image editing. Video editing. Illustration. Copywriting. Sub-editing. Design and copywriting for social media. Subtitling. Basic self-shooting. Marketing.

SOFTWARE SKILLS

Photoshop, Illustrator, Premiere Pro, Sketch, InDesign, Dreamweaver, TouchDevelop, iBroadcast, iSite, Easiteach and SMART iwb software, RoboHelp technical authoring tool, various CMS, Comscore Analytics, MS Word, Excel, Outlook, Lotus Notes, PowerPoint, SharePoint, project management tools such as JIRA, Confluence, Trello, Redmine, GitHub and Slack, HTML, CSS, Markdown, SVN version control software.

PERSONAL PROFILE

I am a digital producer and designer with extensive illustration, web and interactive content design and marketing experience. I have over five years' experience at the BBC, where I have worked on websites for BBC Learning and BBC Sport. I also speak French and German and have contributed to www.bbc.co.uk/teach, www.microbit.org, www.bbc.co.uk/thingstodo, www.bbc.co.uk/education/functionalskills, www.nationalcollege.org.uk and www.easilearn.com.

WORK HISTORY

DIGITAL PRODUCER, LEARNING BY QUESTIONS, Blackburn,
March – May 2018

- Conducting an artwork audit for KS2 and KS3 maths content.
- Creating digital illustrations for educational software.
- Supervising the digital team's output and advising junior illustrators and content authors during image creation.
- Taking part in planning meetings and working to design sprints.
- Maintaining style guides and graphic libraries and managing the quality, accuracy and accessibility of the digital team's output.

RESEARCHER, BBC GET INSPIRED, BBC SPORT, Salford, June – July
and October – December 2017

- Freelance role proofreading and editing of user-generated promotional content provided by sporting organisations for the BBC Get Inspired activity finder website to increase sport participation.
- Resizing, and editing of promotional images.
- Publishing promotional content to tight deadlines with a CMS.
- Managing the upload of promotional content for England Athletics.
- Review of UX issues with the current activity finder site and developing ideas for a new site.
- Providing user support via email.
- Running XML ingests.

RESEARCHER AND ASSISTANT PRODUCER, BBC LEARNING, Salford,
May 2012 – March 2017

I have worked across a variety of websites for BBC Learning on a mix of content design, website development, live site maintenance and migration, creating and marketing online content.

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PERSONAL SKILLS

Organised. Efficient.
Good communicator. Good listener. Prioritising skills. Project management. Team worker. Analytical. Good problem solver and decision maker. Persuasive. Mentor. Flexible. Tenacious. Detail-oriented.

TRAINING AT THE BBC

- Hot Shoes with the BBC Sport and Live UX team covering the design process, research methodology, multivariate testing and an introduction to Sketch and Zeplin.
- Shadowing UX designers working on Children's Games and Apps and iPlayer.
- Leading Creative Sessions
- Comscore Analytics
- BBC Academy online editorial training
- Social media training delivered by Twitter, Facebook and Instagram representatives
- Shooting with a Canon XF305.
- Shadowing the iWonder Editorial Development team to gain exposure to online interactive elements and social media.
- Hot Shoes with the Let's Go Club development team, assisting with casting.

BBC Teach

Promoting BBC Learning content via the BBC Teach website, You Tube channel and Twitter account.

- Content management for the BBC Teach website and YouTube channel.
- Video editing in Premiere Pro and subtitling of clips in Premiere Pro and TubeBuddy.
- Curating collections of content, writing copy for promotions and image editing for upload to the BBC Teach website using iBroadcast and iSite.
- Social media marketing, writing Tweets and designing digital assets in Photoshop and Premiere Pro for BBC Teach's Twitter account.
- Writing metadata for videos, including clip descriptions, teacher and curriculum notes.
- Teacher engagement by phone and email.

BBC Bitesize

Assistant producer for BBC Bitesize Post-16, managing the commission of English Functional Skills videos for use with online interactive activities for the BBC Bitesize website.

- Researching audiences and their design personas and needs.
- Referring to audience research conducted by BBC Marketing and Audiences and to semiotic research conducted by an external marketing agency.
- Drawing up a commissioning brief, attending pitches and selecting the film production company.
- Reviewing scenarios, scripts and the rough cuts and fine cuts of videos.
- Liaising with the film production company, troubleshooting and ensuring production remained on schedule.
- Conducting workshops to define requirements.
- Prototype building of online interactive activities with H5P for mobile and desktop.
- Curriculum mapping and conducting a gap analysis.
- Review of interactive prototypes with educational consultants and user testing in further education colleges to gather insights.
- Taking part in daily stand-ups with the editorial team.
- Liaising with the UX designer on accessibility issues and the build of the interactives.
- Logging and tracking work packages in Trello.

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VOLUNTEERING

- Selection of images for projection onto buildings at a BBC Stargazing event.
- Brainstorming on topics such as 500 Words, The Big Painting Challenge, Year of Code, Stargazing Live
- Volunteered at Stargazing Live, CBBC Live Newcastle and BBC WWI at Home events.

INTERESTS

Illustration. Photography.
Listening to live music.
Travel, I have exhibited at Gallery Oldham, I attend Ladies that UX meet ups.

BBC micro:bit

A ground breaking project with 29 external partners such as Microsoft, Cisco and Samsung, in the spirit of the BBC Micro, where the BBC gifted BBC micro:bit devices to schoolchildren in the UK to promote engagement with coding and the Internet of Things.

- I worked on the development of the interactive site and app with R&D, an external design agency, Microsoft, Code Kingdoms and the Python Foundation.
- Researching audiences and their design personas and needs.
- Taking part in daily stand-ups and stakeholder meetings.
- Liaising with an external marketing company and BBC R&D on the pilot project.
- Drawing up a comms plan and organising stakeholder meetings in London.
- Assisting with user workshops in schools.
- Working with the product owner, editorial team and UX team to define the live site architecture and user journeys.
- Sub-editing and managing the upload of educational resources, safety information and a quick start guide published in conjunction with Hodder.
- Liaising with Microsoft and tracking development work in GitHub.
- Drawing up a style guide.
- Maintaining a content audit in Excel.
- Selecting and retouching images in Photoshop and reworking illustrations in Illustrator.
- Writing help information, house rules, calls to action.
- Ensuring consistency in language for the site copy and site UI.
- Commissioning videos, editing scripts, attending shoots and subtitling videos with xhtml.
- Upload of content to the website with TouchDevelop and using Markdown for formatting.
- Managing the Welsh translation of the website.
- Brainstorming to devise campaigns to promote the programmable device and website.
- Working to Agile methodology to weekly sprints.
- Usability testing in schools and a usability lab.
- Providing user support via email and creating template replies.
- Liaising with multiple stakeholders including the editorial team, technical project manager, product owner, business analysts and external partners.
- Liaising with UX designers to refine the site and coding editors.

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BBC Things To Do

Working with external partners, such as sporting organisations, museums, art galleries, the Wildlife Trust, the National Trust and Culture24 to promote participatory learning activities via the BBC Things To Do activity finder website.

- Working with brands such as Your Paintings, Countryfile, Springwatch, Paul Martin's Handmade Revolution, The Big Painting Challenge and BBC Sport.
- Image editing and retouching in Photoshop, logo design.
- Writing and sub-editing copy.
- Making improvements to the website to improve the user journey and experience based on user support queries and feedback.
- Liaising with developers to maintain and develop the site.
- Fault logging and tracking development work in JIRA.
- Testing on multiple browsers on PC and Mac.
- Partner engagement through email marketing and phone calls.
- Extending the reach of the website across BBC websites and link building with external sites.
- Monitoring website performance and targeting engagement campaigns with Comscore Analytics.
- Migrating the BBC Things To Do activity finder site from BBC Learning to BBC Sport Get Inspired.

DIGITAL DESIGNER, RM LIGHTBOX, Educational Software House, Cheadle, 2010 – 2012

Creation and layout of interactive multimedia activities in Easiteach, an award-winning educational software programme for use on interactive whiteboards.

- Creation of illustrations in new and existing styles, both cartoon and realistic.
- Reworking of existing illustrations and photographs in Photoshop and Illustrator.
- Creation of UI elements and assets.
- Quality checking of audio and video files once uploaded to activities.
- QA of animated quizzes and games.

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- Localisation of content in French and German.
- Layout of Spanish content.
- Upload of content to the multilingual www.easilearn.com e-commerce portal via a bespoke CMS.
- Localisation of website buttons in Photoshop.
- Re-versioning and proofreading of teacher notes and instructions.
- Recreation of educational resources in Easiteach published on different platforms by publishers such as Harper Collins, Pearson, Scholastic and Concept Cartoons.
- Script editing for the interactive National Professional Qualification for Headship training course for the National College website and upload of content to the website via a bespoke CMS.
- Upload of keywords.
- Proofreading of bids.

WEB DESIGNER, ATTIC HOUSE, Rossendale, 2009 – 2010

- Design, photography and copywriting for www.attic-house.co.uk.
- Coding in XHTML and CSS.
- Testing across multiple browsers on PC and Mac.

PROJECT ADMINISTRATOR, OLDHAM COUNCIL, Oldham, 2007 – 2009

- Providing administrative support for a project to roll out a new internet-based ERP software system (Agresso 5.5) across the council following Prince 2 project methodology.
- Writing, editing and proofreading content for the intranet to keep stakeholders updated on the project progress and upload of content via LiveLink CMS.
- Updating SharePoint.
- Documenting risks and issues, work packages, test scripts.
- Redesign of system administration forms.

BILINGUAL HELPDESK ANALYST, IBM, Sale, 2002 – 2007

MARKETING EXECUTIVE, LAMMTARA INDUSTRIES, Internet Software House, Rossendale 1999 – 2001

BILINGUAL SPARES ADMINISTRATOR, SIEMENS, Manchester, 1995 – 1999

TEACHER OF ENGLISH AS A FOREIGN LANGUAGE, INLINGUA GmbH, Frankfurt, 1992 – 1994

EDUCATION

DREAMWEAVER INTERMEDIATE/ADVANCED: The Manchester College
W3C Standard Web design, XHTML and CSS, metatags, keywords, optimising images for the web, accessibility.

NOCN CERTIFICATE IN APPLE MAC GRAPHICS: Manchester College of Arts and Technology - Photoshop and Illustrator Level 2

NCFE MULTIMEDIA DESIGN: Burnley College of Arts and Technology
Photoshop and Macromedia Director

GCSE in DESIGN - PHOTOGRAPHY B: Accrington and Rossendale College

PgDIP IN PRINTING AND PUBLISHING C: University of Arts London, London College of Communication - typography, graphic design, editorial, proofreading, graphic arts production, printing processes, paper and ink technology, print finishing, estimating, marketing, business studies.

B.A. HONS DEGREE IN FRENCH AND GERMAN 2:2: Salford University with work placements at the Deutsche Bank, Paris and Dornier GmbH, Friedrichshafen.

ART FOUNDATION COURSE: Burnley College of Arts and Technology

4 'A' LEVELS: St. Mary's Sixth Form College, Blackburn

10 'O' LEVELS: All Saints R.C. High School, Rossendale