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**Summary:** I am a consultant based between Bournemouth and London with experience of working on international brands, working in a fast paced agile environment.

I work within web based applications to improve information architecture and user journeys. I work with teams to increase conversion and produce interfaces and digital solutions which are designed to the user. I work with companies to simplify their customer's journeys, make sense of their products and ensure that they're intuitive and engaging.

I work in an agile environment to help stakeholders get an overview of their products/businesses. I write specifications and project manage teams to hit deadlines, targets and increase revenue.

## **Nov 16 - Present     Consultant**

I have been working as a consultant for the last 7 months with various companies to help them improve their products, project management, website conversion and marketing. I have worked in a variety of different areas including insurance, stock brokerage, crowdfunding and property investment. I have outlined the roles that I was involved in below:

### ***1. Ascesis - Marketing & Design Agency***

Ascesis are a digital agency based in Poole which offer marketing and design services. I was employed as a product consultant to improve their UX processes. I spent 2 months part time working with their designers and developers to win an LV= tender. The tender involved writing specifications and meeting with the digital director of LV= to implement a CMS platform that controlled all UX processes within their company.

### ***2. Reditum Capital - Property Lender***

Reditum Capital (RC) is a specialist property lender providing mezzanine finance, bridging loans and development funding. RC had difficulty in generating leads. Using a lean UX approach with Tim Mycock (Business development director), we managed to create a beta website in a week that increased conversion by 56% by introducing a smart form and marketing plan. I then created a specification for a design agency (Black Swan) to create RC a website that is now a fundamental part of their business.

### ***3. Maddox Street - Debt Recovery Agency***

Maddox Street is a debt collection agency specialising in property finance. I created and developed a website with them to help generate more leads and improve business.

### ***4. CSS Partners - Pre-IPO Investment***

CSS Partners is a Pre-IPO investment company based in London. I created a 30 day marketing specification that would help drive leads and improve revenue.

### ***5. The Right Crowd - Pre-IPO Crowdfunding***

I worked for TRC since January as Chief Operations Officer. TRC are a crowdfunding platform that focus on pre-IPO businesses looking to float on the stock market or trade sales. I employed a team of marketers, designers and developers to improve the business and increase conversion through TRC's digital channels. TRC was finding it difficult to generate leads and raise funds, within 3 weeks I managed to generate over 700 leads and raise £250,000+ in investment. I also managed to create an agile approach within the business using Trello. This helped stakeholders get a clear picture of what their employees were working on. My contract ended in May and I managed to raise £1.2 in investment with the team.

### ***6. CID Cosmetics - Cosmetics Company***

CID Cosmetics is a leading cosmetic company for professional makeup artists. I am working under the role as Chief Operations Officer. I have been working with Dominic Chappell (shareholder) & Ceri Evans (CEO) to setup an umbrella company which manage a variety of different cosmetic companies. Over the last month I have been using an agile approach across all departments of the company to hit goals and targets and build a proper infrastructure of the business. I have been using Dapulse (project management tool) to create bi-weekly sprints for different departments. I use this approach to help stakeholders get an overview of the costs and tasks that each employee and department have. I use a gant chart to show this.



**Jun 14 - Nov 16**

**Digital Product Designer & Creative Lead at SmartLabs**

SmartLabs is a Fintech agency that focuses on affiliate marketing and loan brokerage. They own over 100 products and business across multiple countries. SmartLabs was created by just a handful of people and I was 1 of them. We grew from 5 to 60+ people in 2 years.

I worked my way up through SmartLabs very quickly and have gained a vast amount of knowledge on startup culture, agile, lean UX, project management and product development.

My role at SmartLabs is to support a team of 8 designers, a UX designer, 2 UX researchers and 3 developers.

I would startup businesses and products end to end for investors; Marc Bertola and John Mclean. This involved product development, project management, researching API's and solutions, branding the product, marketing, AB testing, website testing, art direction and more.

**Nov 14 - Present**

**Share Holder at Core Body Cleanse**

Core Body Cleanse is cold-press juice company that I branded and designed as a freelancer which I was later given shares.

**Jan 14 - Dec 16**

**Share Holder at BooGee**

BooGee is a company that a friend and I put together in our spare time. BooGee is a website that allows you to find out what is going on around Bournemouth (soon to be the UK) with in regards to events, clubs, restaurants etc.

**Feb 11 - Sep 15**

**Share Holder at Pursuit Clothing**

Pursuit is a design driven clothing company inspired by core values, not passing trends. Created by 3 designers, CJ Smith, Richard Moody and myself. We designed everything from the branding to the clothing to the website. Pursuit was an excellent experience for me. I gained knowledge in starting a company from scratch, working in a team, marketing, designing for target markets, PR and so much more.

**Jun 13 - Jun 14**

**Designer at The Richmond Group**

The Richmond Group is a financial company which was made up of four brands offering loans, loan brokerage and affiliate networking. During my time at The Richmond Group I mainly worked on Amigo Loans. Amigo Loans is the leading guarantor loan company in the UK. I would work closely with the CEO James Benamor and Director Sam Wells to create direct marketing campaigns and test the website to increase conversion. I would create direct marketing AB tests and unique journeys. Working with developers, I would create AB tests, multivariate tests and user tests to increase conversion on the website as well. I was one of the key members to set up Amigo Car Loans in 2014.

**Sep 10 - Jun 13**

**Digital Designer at Media Lounge**

Media Lounge specialise in Ecommerce and content managed websites. They have over 16 years experience and have clients such as James Caan, Auto I and BMW. I worked on Magento E-commerce & Wordpress websites for a variety of clients.

Theses include:

The Food Industry, Consumer Retail, Professional Services, Finance, Recruitment and Insurance, Technology, Charity Organisations and Public Events.

I started at Media Lounge as an intern which resulted them offering me a permanent role in the company.

**Jun 10 - Sep 10**

**Intern at Global Group**

Global Group have been a creative agency for over 15 years. They are a print based company which work for clients such as Virgin Media, Coors and RIAS to name a few. I worked for Global Group as an intern and gained knowledge in the print industry.

**Skills**

Project Management, Product Development, User Experience, Information Architecture, User Interface Design, Multivariate Testing, Leadership, Team Work, Start-ups, Branding, Web Design, Graphic Design, Corporate Branding, Logo Design, Photoshop, Corporate Identity, Graphics, InDesign, Illustration, Typography, Branding & Identity, Illustrator, Print, Art Direction, Adobe Creative Suite, Creative Direction, Visual Communication, Digital Marketing, Google Analytics.

*Tam Robinson*

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**Education**

**Sep 10 - May 13**    **The Arts University Bournemouth**  
Foundation degree: Graphic Design  
BA HONS Graphic Design  
Activities and Societies: Surf Society

**Sep 06 - Jul 09**    **Brockenhurst College**  
Level 3 Diploma - Business BTEC Award:  
Business, Management, Marketing, and Related Support Services  
  
AS & A Levels- Graphic Design, Fashion & Textiles, Photography.

**Awards**

**Akendi**  
Certified UX designer.

**Brockenhurst College**  
Level 3 Diploma - Business BTEC Award in Advertising

**AUCB**  
Life Drawing Award.

**Hobbies**

I am quite an outdoors person and have quite a few hobbies, some of them are:

- Surfing
- Fishing
- Golf
- Scuba Diving

**References**

Available on request

**Driving License**

Full UK Driving License