

A Creative Web Designer passionate about usability.

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

## With over 12 years web design experience, my skills include:

- Creative web design
- ▮ Interface design
- Usability and Information Architecture
- ▮ Extensive understanding of CSS
- Used to design for various platforms including Drupal, Wordpress, DotNetNuke, Adestra,
- ▮ Basic use of Flash (animations and basic actions)
- Expert: Adobe Photoshop, InDesign, Illustrator
- ▮ Good level using Dreamweaver / can build basic html pages & mailshots using tables & CSS
- Branding
- ▮ Online advertising / banners
- Mailshots & newsletters design and build
- ▮ Printed literature and advertising
- Project and production management

## Strengths

- Delivering within schedule and to high standard
- ▮ Designing with marketing targets and business objectives in mind
- Passionate about Usability and Information Architecture
- ▮ Information heavy & networking websites
- Small creative sites
- ▮ SEO friendly designs
- Designs that don't look out of date within a few years
- ▮ Designs that are welcome first round by clients
- Strategic creative thinking and a meticulous eye for details
- ▮ Giving honest advice to clients which are always welcome
- Team-working and managing developers and designers
- ▮ Dynamic, highly organised and reliable with strong project management skills
- Enthusiastic, with excellent communications skills, and proven talent at motivating others
- ▮ Bilingual French / English
- Singing "Le grand mechant loup" in the bath (so my boy says)
- Doing my own french manicure
- ▮ Racing cars with my fireblade

## Recommendations

[http://www.linkedin.com/ppl/webprofile?action=vmi&id=2495559&authToken=hLG2&authType=name&trk=ppro\\_viewmore&lnk=vw\\_pprofile#recommendations](http://www.linkedin.com/ppl/webprofile?action=vmi&id=2495559&authToken=hLG2&authType=name&trk=ppro_viewmore&lnk=vw_pprofile#recommendations)

***“I have spent 20 years in consultancy and have yet to come across anyone who combines the outstanding levels of expertise, creativity, professionalism and good humour that I have found in Karine. Anyone who works with her will not only get great results, but enjoy the process as well - how many times can we say that in our professional lives?”***

March 6, 2008 - **Top qualities:** Great Results, Good Value, Creative - [Jeremy Sweeney](#) - hired Karine as a Business Consultant in 2002, and hired Karine more than once

***“What impresses me most is her ability to deliver concepts that are welcomed immediately. They are always creative, on brief, with a little extra special something. She is a pleasure to work with - straight talking and very clear - so no misunderstandings.”***

March 5, 2008 - **Top qualities:** Great Results, High Integrity, Creative - [Michaela Carmichael](#) - hired Karine as a Graphic/Web Designer in 2003, and hired Karine more than once

***“I have worked with Karine on tens of projects over the years, and on every one she has added creativity and truly innovative ideas which add value to the client and agency. I always know I can trust Karine for an honest opinion, to get a project done on-time and that the final result will be excellent quality.”***

March 25, 2008 - **Top qualities:** Great Results, High Integrity, Creative - [Dean Russell](#) - hired Karine as a Graphic/Web Designer in 2002, and hired Karine more than once

***“Karine is a very creative and efficient web designer. She incorporates your own vision and makes it happen with result driven web design. Karine has created several websites for me in a way that is extremely user friendly. Karine is a great web designer and I recommend her highly.”***

March 8, 2008 - [Maz Nadjim](#), Co-Founder, rareface.com, Social Networking Consultancy - worked directly with Karine at Larineka

## Career & achievements

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### ▮ [Larineka](#) - Freelance Designer / Project Manager - Apr 04 to date



- **Designer / Project manager** on projects for small/medium size businesses and start-ups (from initial meeting to delivery).

- **Web designer** for New Media Agencies - web projects/pitches for Blue Chips such as **Motorola, HSBC, J&J, GSM.**

Creative web design - Usability & Information Architecture - Project & Production Management - Online advertising / banners - Mailshots & newsletters design and build

Clients & Agencies including [Hill & Knowlton](#) (PR Group - London), [United Business Media](#) (Events, Exhibitions, Magazines), [i-Concertina](#) (New Media – London, Sofia, Cape Town), [OpenFace](#) (New Media – London, Montreal) and [End clients](#) from various activity sectors.

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### ▮ [Saronti Publishing Ltd](#) (London) – Co-Founder / Director – Jul 06 to date



Saronti has a unique concept – we make personalised picture books with faces and names of your whole family.

My responsibilities at Saronti are that of a director, including people & timesheets management, accounts, recruiting, sales, finding resellers & partners; But also web/print/brand design and basic web development. I keep the Saronti site up-to-date, come up with mass mailing/marketing ideas, design all books and printed literature, and have recently put together our new Order Management System using Zoho.com Database creator.

I am gaining extensive Viral Marketing experience as I am constantly looking for new ideas to spread the word about Saronti without paying for advertising. I came up with concept and lead to realisation of various viral marketing tools including:

- Free online digital version of all books so customers can share the book they bought with their family and friends <http://www.mydigifamily.com/>
- Free online personalised e-card with your face on it <http://digicard.saronti.com/>
- Saronti Family video <http://www.youtube.com/watch?v=dvYXcVGLuJc>
- Saronti is available on social networking sites such as [Facebook](#), [MySpace](#) and achieved 4000+ followers on [twitter](#).

The company is growing and doing well and the [feedback](#) we get from both resellers and customers is amazing.

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### ▮ [Glasshouse](#) (London WC1) - Creative Director – May 03 to Mar 04

**Took over the responsibility for creating and managing the design division.** After defining the range of Web services and prices, part of the role consisted in creating the Glasshouse identity and in developing brand awareness across Print & New Media.

#### **Corporate & promotional web-based projects for Blue Chips companies.**

Through a partnership contract with the leading PR Group Hill & Knowlton; responsible for the design of web-based projects for Blue Chip companies, both on a product and a corporate level.

#### **End-to-end web projects for small/medium size businesses.**

Working with start-ups, small & medium companies, this part of the role covered the creative concept, design and management of projects from various activity sectors.

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- 21CCS (London N1) - **Senior Web Designer** – Oct 02 to Apr 03

**Responsible for creative concept, design, information architecture and project management** of Web projects for the New Media & IT solutions agency. Successful in the challenge of developing **creative solutions adapted to tight budgets**.

Support to the Senior Account Manager at **clients meetings**.

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▪ **Futura** (London EC1) - **Middleweight Designer** – Jan 99 to Jul 02

Joined the Multimedia agency as a Junior Designer and was rapidly promoted to the position of Middleweight Designer after demonstrating the ability to **develop creative concepts** and to **take on projects from creative brief to live site**.

Significant inputs in **information architecture, web/html usability issues and search engine strategy**. Strongly involved in the **management of the development team**.

Gained experience in tailoring designs for the **international market** (sportingbet.com - global online betting).

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- **ThumbPrint Creation**, (London N7) - **Studio Assistant** – Dec 98 to Dec 99

**Graphic design and art-working** in the design studio for various printed collaterals (brochures, annual reports, books and flyers). Chance to **improve use of design applications** and introduction to different printing processes.

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▪ **Prior**

Worked for ABC Cinema (London WC1) as a 'Front of House Attendant' for a year. Opportunity to improve English practice before searching for a job in the design industry.

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## Qualifications

- Lycée Condorcet (France) - 95 to 97 - **Degree in Marketing/Communication (BTS)**
- Lycée Jean-Paul-Sartre (France) - 92 to 95 - **Baccalauréat – Graphic Arts**  
Equivalent of A levels – course included drawing & painting, history of Art, design (Graphic, Interior, Fashion), Typography, Photography, English, Physics & Maths.

## Languages

- **French** (mother tongue) and **English** (fluent written and spoken)

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## Personal

- Date of birth: 8th of March 1977 / Cohabiting
- Passionate about music – I play the piano and the bass guitar. I like skiing, swimming, riding my fireblade and going out to Jazz Live Music events.