



# jamesroballen.

award winning designer

## profile

I am an award-winning graphic & web designer, specialising in the customer experience.

I have 10 years' experience working in UI/UX, digital, print, marketing, strategy and branding and I'm a certified Adobe specialist.

Having led a large-scale team, I have strong leadership skills. My caring nature makes me a natural fit for managing people.

I pride myself on my attention to detail and have always gone above and beyond throughout my career to ensure the final outcome is more than expected.

## contact

### Location

London, UK

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### Website

jamesroballen.com

### Social

@jamesroballen

## relevant experience

2017 // present

### Allen & Allen.

Managing Director & Freelance Creative Consultant

I have diversified my client portfolio by working as a consultant for a number of businesses around the world. I specialise in UX/UI design, the customer experience and the end user. My method is to start at the end and work backwards to gain a full picture of the customer experience. Through my experience, I have been able to provide a holistic service for my clients, offering consultancy in design, marketing and management. Allen & Allen also manages a portfolio of sub brands.

2014 // 2017

### Grey Pocket Ltd.

Co Founder & Director

I co-founded Grey Pocket, a multi-functional creative agency, in 2014. In 2015 we won the Guardian's Start-Up Of The Year. During this time I managed a team of 70 people with over 40 clients. We worked for clients from Deloitte to Sky Sports and managed the successful conception to launch of a Sky Sports show. In late 2017, I sold my share of the company.

2011 // 2014

### Altaimage Ltd.

Graphic Designer

I worked with a number of high-profile clients during my time at Altaimage. This included; BBC, Random House, Penguin Books, National Portrait Gallery and Conde Nast. I prepared digital and hard-copy publications for print and created websites for these clients.

## education

2008 // 2011

### Canterbury Christ Church.

Visual Marketing & Branding

I achieved a first class honours degree in Visual Marketing & Branding. I obtained the highest mark of the year and received an additional accolade as a result.

2008 // 2011

### Chartered Institute of Marketing

Visual Marketing & Branding

I was part of the CiM throughout my three years at University. We were given on-hand, practical experience of running marketing campaigns for local businesses.

2001 // 2008

### Rainsford High School

I have 11 A-C GCSEs (including Maths, English, Double Science) and three A-C A-Levels.