Marina Forbes

Animator / Designer

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Introduction

I have 20 years industry experience as an animator and designer – working in numerous leading marketing agencies before freelancing as part of creative partnership Meander Design for the last 10 years. In this time I have worked on a variety of brands including Jet2, NHS, Microsoft, EE, William Hill, ASDA, Thornton & Ross, Slug & Lettuce, Cooplands and many more. I specialise in digital marketing - including animated and static social media assets, digital screens, explainer videos, app demos, character design, online display banners, email marketing and website design. I also have plenty of experience creating branding and print materials, including full campaigns for products and events.

Experience

Animation and Video

Coming from a degree in animation I've always been keen to work in this area, and have led this offering for Meander over the last 10 years - this includes working directly for clients such as Jet2 and NHS, as well as freelancing for agencies not offering animation services in-house or needing an extra hand. I'm happy to work with clients at the initial planning stage, creating the scripts, creative style and storyboards (using Adobe Illustrator) or to take existing storyboards and bring them to life using the Adobe Suite (predominantly After Effects). I am also experienced in recording and editing video and audio for digital marketing. Prior to starting freelancing I worked on numerous animation and games projects within my agency roles for clients including Microsoft, EE, Reebok, Ugg, ASDA and East Coast Trains. Please visit https://vimeo.com/meanderdesign to see examples of my animations and video work.

Design and Development

I am experienced in creating websites from initial client briefing (often including branding/rebranding) through to the final design, and even taking care in development of small static/CMS sites. For larger scale websites I tend to work with developers - creating the wireframes, user journeys, style guides and designs as required. I am comfortable working with both SME clients as well as global brands and have a keen eye for detail and understanding on working with brand guidelines in terms of style and tone of voice. I create a lot of digital assets, both animated and static for use on websites, social media platforms and digital POS screens. I have created numerous campaigns including printed assets (menus, POS and decals) as well as creating branding for SMEs, designing business cards, leaflets and booklets. I often style presentation documents, including creating design elements and iconography for use online and print. I predominantly use Photoshop for designing websites, emails, social assets etc, Illustrator for designing graphic elements and Indesign for print. I can also design and build sites into CMS and eCommerce platforms, including Wordpress, BigCommerce and Shopify.

Digital Marketing

I design and build html emails, either hand coded/responsive emails or designed within MailChimp - also creating templates to be used by the client. I have created email campaigns for clients such as La Redoute, Butlins, The Open University, ASDA, and totes Isotoner and also been responsible for Litmus and Campaign Monitor testing.
I create a lot of social media creatives including stories, timeline posts, competition apps, design of timeline backgrounds and paid ads - including both static creatives and animation/video.
I have created 1000s of animated display banners - Designed in Illustrator, I built many Flash banners over the years, before switching the HTML banners using GWD or Adobe Animate. This often includes rolling out many sizes and/or language variations as well as animated backup GIFs.

eLearning and Teaching

I have designed and created interactive courses and demos, including animations, characters and simulations for clients including Deloitte and NHS Scotland. During my time living in Malaysia I taught Photoshop lessons at the Alice Smith International School, to both children and teachers, and I also gave several private lessons to adults.

Personal Statement

Whether working independently or as part of a team, I work hard and diligently and I am motivated for self development and success in every project I am given. I enjoy working on challenging projects and learning new skills along the way. I have excellent interpersonal skills and team management abilities from working in agencies and mentoring more junior members of the design team. I have excellent planning and scheduling skills from running our own business and managing projects.

Hobbies and Interests

I am passionate about all things creative – from animation, design, photography and film to music. I enjoy horse riding and dog walking in my spare time as well as socialising with my friends and family. I have completed PADI scuba diving courses. I also enjoy snowboarding and swimming. I have completed Bronze and Silver Duke of Edinburgh awards.

Work Experience

Meander – Animator/ Designer (co-owner)	June 2015 – Present
Bolser Agency – Senior Digital Designer	September 2013 – June 2015
Intermarketing – Digital Designer	September 2011 – September 2013
Freelance – Princess Digital	September 2009 – August 2011
Gratterpalm (Creative Race) – Digital Designer	March 2009 – End of July 2009 (4 month contract)
Poulters – Digital Designer	March 2008 – March 2009
Xperience – Lead Designer	May 2007 – March 2008
Branch Communications – Web Designer	November 2006 – May 2007
Wyvern Media Group – Publishing Executive	July 2006 – October 2006
Leeds University – Motion Graphics	June 2006 (One month project)

2001- 2006 – Various part time jobs in bars/restaurants etc to support myself while studying. These jobs provided me with excellent communication skills, customer service skills and the ability to work well in a team.

Education

2002-2005	Lincoln University	BA Animation (hons)	
2000-2002	Scarborough Sixth Form College	A Level Art	Grade B
		A Level Maths and Stats	Grade C
		AS Photography	Grade B
		AS Psychology	Grade B
		AS Law	Grade B
1995-2000	Scalby School	GCSE Art and Design	Grade A
		GCSE Textiles	Grade A
		GCSE Mathematics	Grade A
		GCSE Science	Grade AA
		GCSE English	Grade A
		GCSE English Literature	Grade A
		GCSE Business Studies	Grade A
		GCSE Spanish	Grade B

References - Available on request