



VANESSA  
JARAMA!!!O

## EXPERIENCE

### 2015 to Present - Web designer at Ve Global

Currently responsible for the design and development of ve.com which supports 11 Marketing teams Globally. I incorporate UX design led thinking by conducting regular user tests and iterating based on feedback. I also mentor and train team members in development and project progression.

### 2014 to Present - Freelancer at Beats by Dre

I work with the sales team at Beats By Dre to create promotional material, print work and event presentations.

### 2014 to 2015 - Junior Designer at Ve Interactive

I developed my skills in designing email templates and in logo design & branding. I also assisted the marketing team with Ve related events.

### 2011 - 2014 - Intern at Quintessentially Creative, Diagonal View and Two by Two Studio

I developed my skills in print, web design, packaging and brand identity. I had the experience of working with well known brands such as: Aston Martin, Jaguar, Range Rover and L'Oreal.

## EDUCATION

**2015 - Ve Interactive course**  
Introduction to UX

**UAL - 2013**  
**London College of Communication**  
2:1 in BA (Hons) Design  
for Graphic Communication

**UAL - 2009 to 2012**  
**Camberwell College of Arts**  
Merit + in FDA Design Practice  
Merit in Art and Design Foundation

## EXPERTISE

- Problem solving
- Time management
- Delegating responsibility
- Print and digital design
- Marketing, social media and networking

## SKILLS

Photoshop, InDesign & Illustrator



After Effects



PowerPoint & Keynote



HTML & CSS



WordPress & HubSpot



Sketch



Webflow



## PHONE

079 5622 7195

## EMAIL

hello@vanessajaramillo.co.uk

## WEB

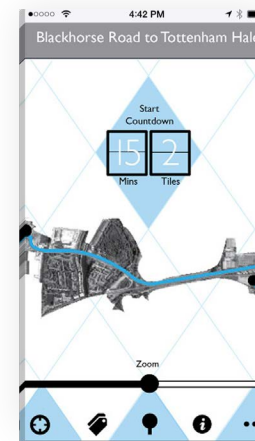
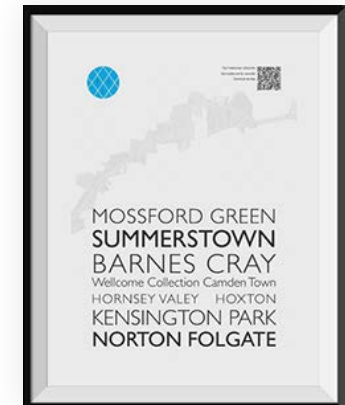
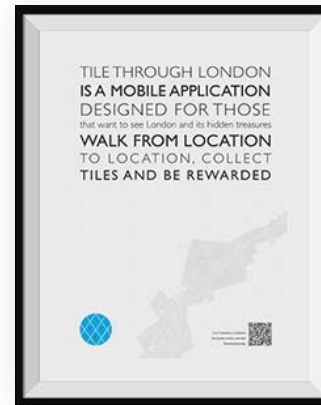
vanessajaramillo.co.uk

TTL

## TRAVEL THROUGH LONDON

A practicing graphic designer creates and develops appropriate solutions for markets, users, environments and specific contexts.

This Project focused on encouraging people to walk more by rewarding them for it. To do this, posters and post cards were design to create awareness and a mobile application to monitor progress and receive rewards.



## ASTON MARTIN

During my internship at Quintessentially design I worked along side the design team to create a microsite for Aston Martin.

The work delivered was bespoke to specific brand requirements and the final outcome was a micro site for the historic timeline, which clients could navigate through the years as they required to experience and learn about each individual car through.



When Bond actor Sean Connery drove the Silver Birch version of the newly released DB5, it proved perhaps the most inspired piece of product placement in cinema history, with the car inspiring an almost immediate impact on the popular imagination.

The car was soon dubbed "the most famous car in the world", a claim that was underlined when a Corgi scale model of the DB5 - complete with ejector seat and shield - became the biggest-selling toy of 1964. Most significantly for Aston Martin, sales of its cars also increased by 60 per cent.



## VE GLOBAL

I have worked at Ve Global for over 4 years. I started as a Junior Designer creating email templates and all other assets for our online remarketing tools.

Now I am a Web Designer currently working on all things digital including landing pages and commercial. I have worked on many content hub pages and assisted in the designing and building of our current corporate site.

Thanks to all my experience at Ve, I have the ability to produce consistent, creative, and professional designs within limited time periods and often to tight deadlines.

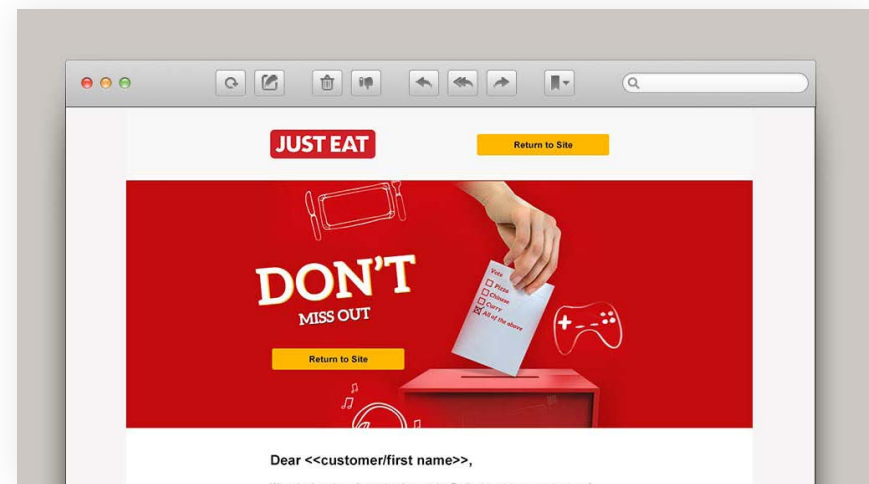
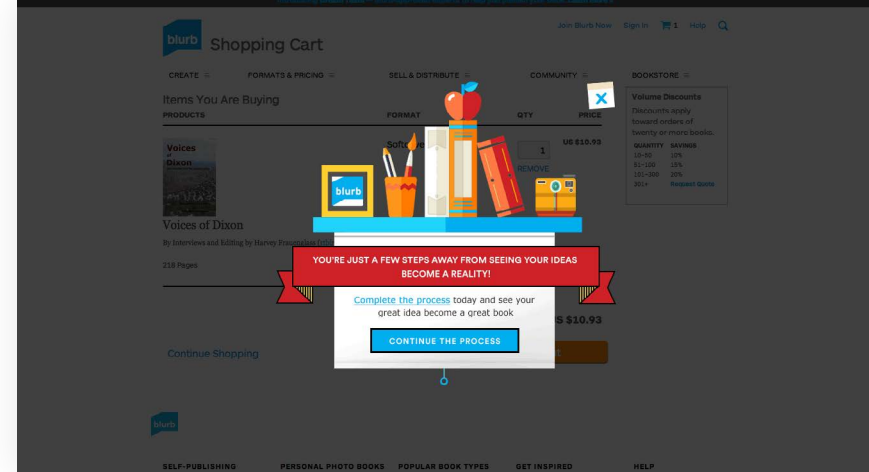
[Visit the Ve Global Site](#)

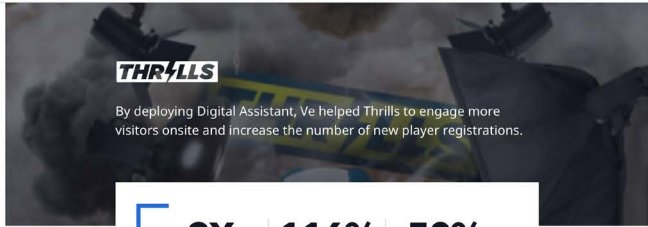
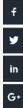
[Visit the Black Friday Hub](#)

[Visit the Christmas Hub](#)

[Visit the Careers Page](#)

[Visit the Case Studies](#)





By deploying Digital Assistant, Ve helped Thrills to engage more visitors onsite and increase the number of new player registrations.

◀ Back

**3X**

Uplift in visitor time on site

**116%**

Uplift in new player deposits

**50%**

Conversion rate increase following landing page optimisation

### What is Thrills?

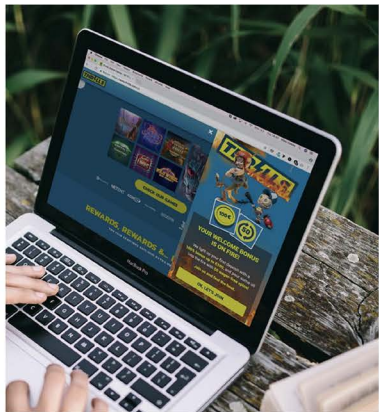
Thrills is an online casino with the goal of bringing colour and life to the world of casino entertainment. Founded by a group of casino enthusiasts, Thrills operates across Europe and is part of the Gaming Innovation Group (GIG), who offer best-in-breed online gaming across the online sports betting and casino industry. With their strong focus on offering the best online gambling experience, Thrills chose to partner with Ve to create a more engaging onsite experience for potential players.

Thrills wanted to increase new player acquisition but noticed that a large percentage of new players were being lost during the registration process. They needed to find a way to target these players and encourage them to continue the sign-up phase to make a deposit. To do so, Thrills needed to give customers more value and a better experience during registration, which included making it easier for visitors to find the necessary information to sign-up and play.

“Lots of people can sell the same thing, however the combination of technology and support we get from Ve is outstanding. We are working with a partner, rather than just having bought a tool or a system, and that really makes all the difference.”  
PATRIK LOOF - GIG

### Engaging new visitors with targeted messaging

By implementing Digital Assistant, Ve was able to help Thrills display relevant and targeted messaging to first-time website visitors. Deploying on signs of a visitor abandoning the sign-up process, Digital Assistant gave Thrills a second chance to sell their value proposition and provide new players with key information regarding registration and deposits. With gambling websites typically containing a lot of information, Digital Assistant allowed Thrills to share the right and most impactful messages with potential customers, including promotional messaging aimed to encourage new players to complete the registration process.



### Increasing time spent on site and new player deposits

As a result of using Digital Assistant, Thrills have seen a three time increase in visitor time on site, relating to active sessions. This increased engagement has also had a direct impact on conversions, with significant success measured across the board, relating to both an increase in new player deposits and existing player activity.

On seeing such successful results in Sweden, Thrills have since expanded the reach of Digital

## Careers.

Our people are innovators. Marketers. Technologists. Creatives. Adaptable to change and agile in an environment that's fast-paced and ever-changing.

Want to be a part of it?

[See open positions](#)



### Brand values

**1**

#### Be one Ve

Collaborate to reach shared goals.  
Create a trusting community.  
Consider our impact on society.

**2**

#### Customer first

Create meaningful experiences.  
Ask questions and act on insights.  
Exceed expectations by predicting needs.

**3**

#### Continuous delivery

Be agile, open-minded and adaptable.  
Consistently make intelligent decisions.  
Recognise areas for improvement.

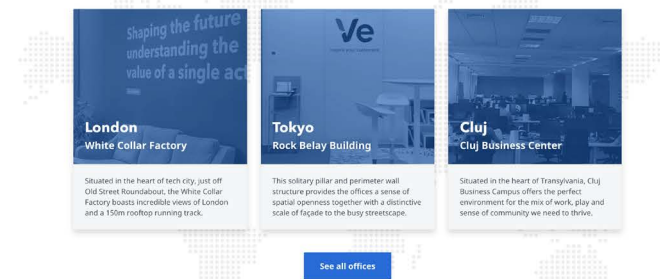
**4**

#### Be innovative

Push the boundaries.  
Be curious about what we can achieve.  
Be bold and ambitious.

### Global career opportunities

Join a company trusted by thousands of organisations to inspire their customers throughout their online journey



[See all offices](#)

**Nicola Oakes**  
Graphic Designer  
VeGlobal

*“Exposure to web design, UX, branding and print means every day is different!”*

**Meg Lippcombe**  
Marketing Manager  
VeGlobal

*“I love working with colleagues around the world; every day brings exciting new challenges.”*

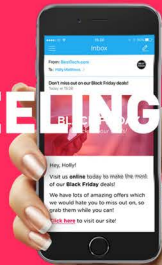
### Employee Incentives\*

More than just 9-5. We know it's not just about the job so we have a number of perks on

# GOT THE #BLACKFRIDAYFEELING?

Whether you're excited or daunted by the prospect of Black Friday, we've got the insight you need to get the #BlackFridayFeeling and #CyberMondayMotivation.

[Check out our exclusive data](#)



## CYBER WEEKEND: THE LATEST DATA

70%

Cyber Monday drove a 70% uplift in traffic last year

[Share on twitter](#)

93%

Mobile traffic grew by 93% on Black Friday last year

[Share on twitter](#)

£84bn

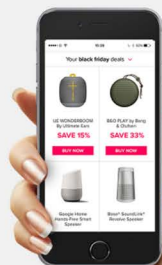
was spent online on Singles' Day '16 - more than any other day ever

[Share on twitter](#)

£1.2bn

UK Black Friday sales reached £1.2bn in 2016

[Share on twitter](#)



## COMMENTARY, BEST PRACTICE AND NEWS



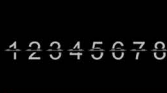
5 WAYS SMBs CAN COMPETE WITH BIG BRANDS THIS BLACK FRIDAY WEEKEND



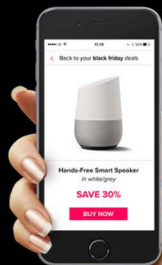
RETARGETING TUESDAY IS THE ECOMMERCE EVENT YOU'VE NEVER HEARD OF



IS BLACK FRIDAY A CURSE RATHER THAN A BLESSING FOR RETAILERS?



10 KEY ECOMMERCE DATES IN THE COUNTDOWN TO CHRISTMAS 2017



## Is Christmas here yet?

It's summer time, so why on earth are we talking about Christmas? It might not be the festive season yet, but now is the time to ensure your marketing strategy is ready.

[Download your calendar](#)



### Christmas countdown

144  
DAYS

03  
HOURS

09  
MINUTES

12  
SECONDS

## From Black Friday to January Sales

With so many events across the year, working out priorities, budgets and timings is a challenge. That's why we've created your very own calendar, filled with key dates, Ve data and tips to help you plan the best campaigns possible.

**The Thrifty Marketer's Campaign Calendar**  
Perfect if you're on a limited budget  
[Download now](#)

**The Ultimate Campaign Calendar for Marketers**  
Ideal for campaigns across multiple channels  
[Download now](#)



## The Key Trends for Christmas 2017

Three Ve experts explore what Christmas 2016 can teach us for the upcoming festive season.

[Watch now](#)

## Tidings of insight (and joy)

With so many events across the year, working out priorities, budgets and timings is a challenge. That's why we've created your very own calendar.



Programmatic Advertising this Christmas: 5 Steps to Attracting New Customers

If you didn't get the memo, programmatic advertising is the instant targeting of prospective [...] [Read More](#)



10 Key Ecommerce Dates in the Countdown to Christmas 2017

It's not easy being an eCommerce retailer. It seems there's always a new online shopping [...] [Read More](#)



10 Christmas Campaigns That Left a Lasting Impression

Christmas is coming. It's one of the key dates in every eCommerce calendar, and each [...] [Read More](#)

## Want a luxury hamper?

Share the "Is Christmas here yet?" hub on Twitter by clicking the link below and be in with a chance of winning a luxury hamper. [Evoxa](#)

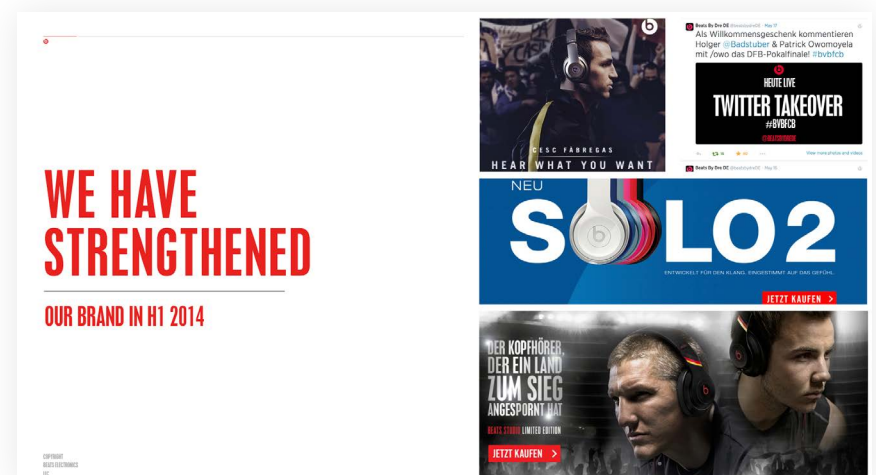
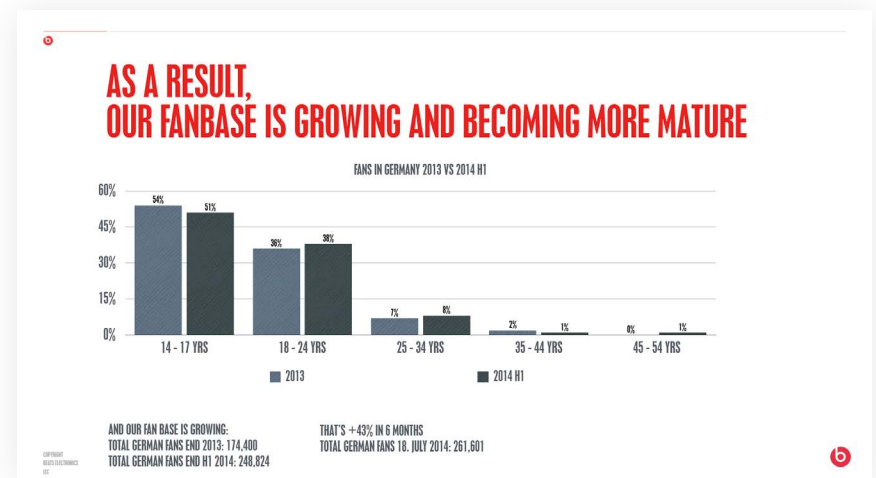


## BEATS BY DRE

As a freelancer for Beats by Dre I worked alongside the sales team to create Keynote and Powerpoint presentations; business plans, product presentations, media strategies, brand association and sponsorships and also sales material for the teams to use across other territories.

Applying visual storytelling and information design techniques, I designed and formatted dynamic and impactful presentations. Focusing on consistency and innovation, really allowed me to improve my knowledge of all features on PowerPoint software.

Working with the sales team I was able to efficiently trouble shoot presentations issues and assist and train the team so that they could effectively use the templates I designed for them. Here, you can see a variety of examples of the briefs I completed.






find themselves in a world going PINK. Beats will create a seamless storyline from each diva's journey/arrival, the BANG BANG pink rooftop party, and close with a look back at the aftermath.



**CALENDAR**

	SEPT				OCT				NOV				DEC				
	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28
WOMEN HWYW																	
FIERCE FINGER																	
ELECTRO BEATS																	
BEATS FC																	
PSG COLLAB																	
GHOSTRIDERS																	
KENZO COLLAB																	
PIGALLE COLLAB																	
PILLS ARE BACK																	

## GLOBAL LIVE STREAMING

With the main hub of the content coming from New York we can run content in UK,FR,DE in real time creating a global event.

To further promote the online 'Cyber Party' from Show Studio's we can explore streaming the live content simultaneously across EMEA.

We could team up with a high end, fashion media partner e.g. Dazed or I-D to use their following to invite people into the space.

The main idea would be to hold this streaming in a cinema environment where viewers will come in and experience listening through our Solo headphones to experience pure sound whilst watching some of the fashion worlds most exciting content.

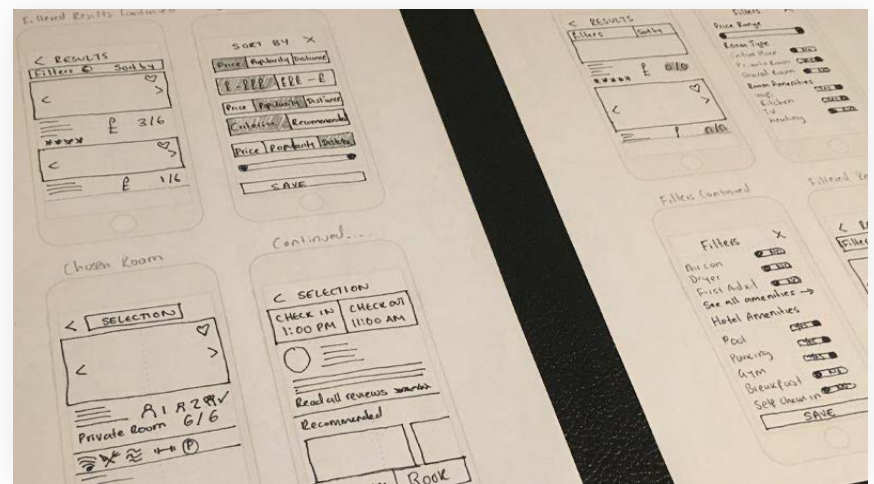
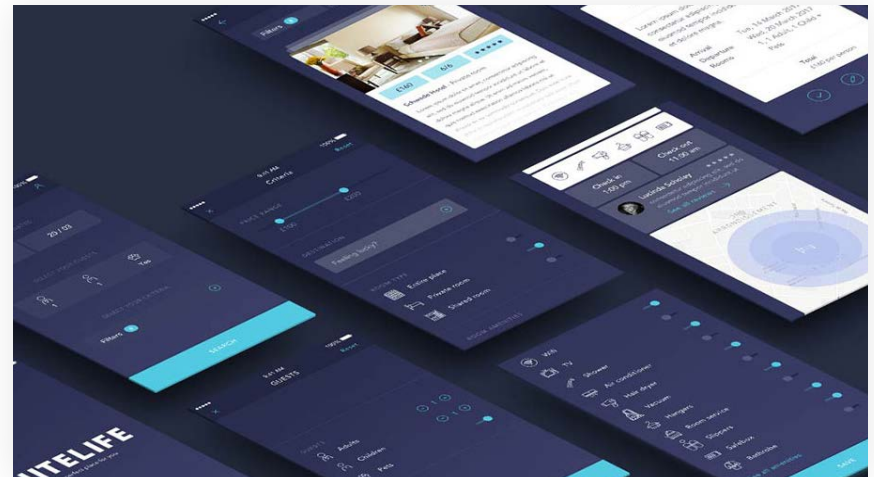
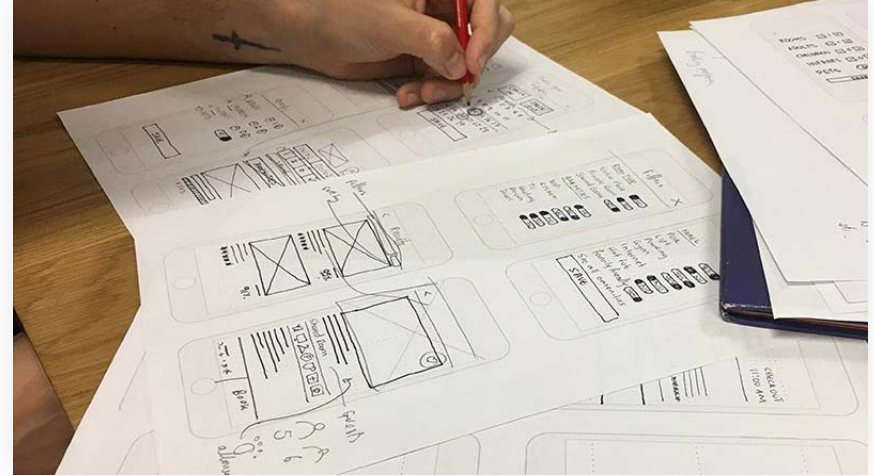


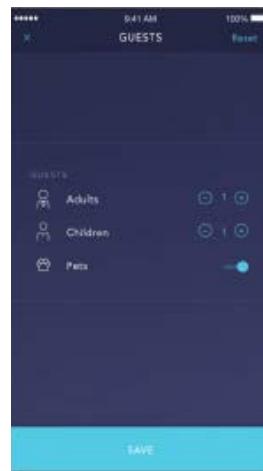
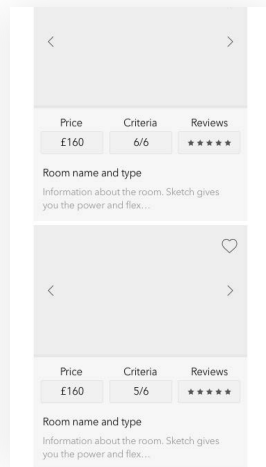
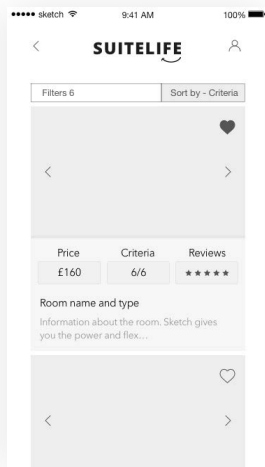
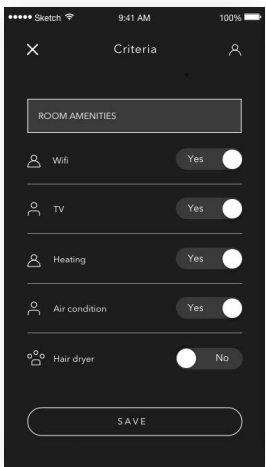
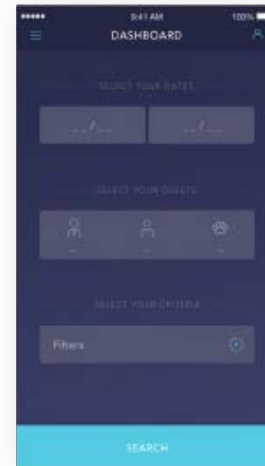
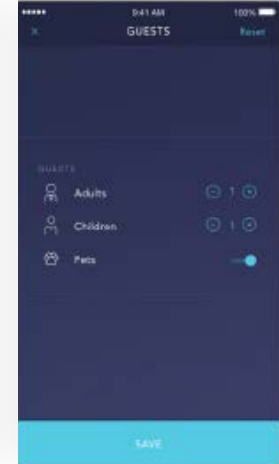
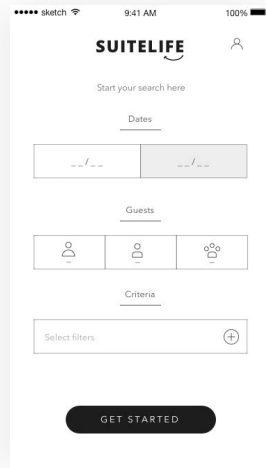
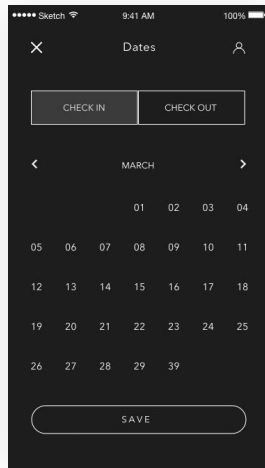
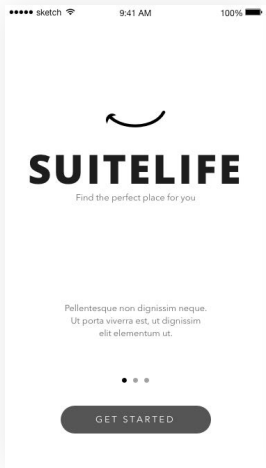
## SUITLEIFE

As a holiday maker, you want to know exactly what you are getting when making your booking. I have often found that websites are misleading in what they sell and how they sell it. Suitelife was designed to solve this problem allowing you to choose the perfect room based on your specific needs and requirements.

Introduction to UX was a 10 week in-house training course set out to teach the UX process and methodologies, which we then applied to a real project and solved through user research, competitor research and affinity mapping. We then created profiles and user journey to help us understand the problem deeper and finally created low fidelity sketches and prototype that we could test in order to have our final high fidelity designs.

### Test the high fidelity design





## PRODUCT CENTRE

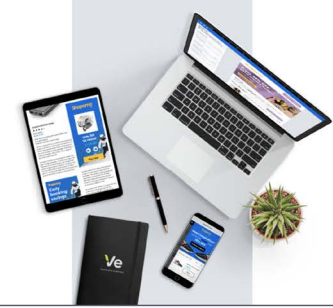
As part of my career progression with Ve I was briefed with the task of building our 'Product Portal' - this provides appropriate and easy-to-find product information required to bring in new business. A brand new concept within the company.

I used Webflow to bring the designs to life, building the Product Centre from scratch. It made sense to use webflow due to the functionalities it offered and it was the perfect opportunity for me to learn something new.

I was able to build the portal from scratch without the need of developers - a great achievement. The portal itself was built for internal use only so I have created examples using lorem ipsum.

## Welcome to Product Centre.

Keeping you informed and up to date with everything product.



### Online experiences personalised for an audience of one

#### Why is it important?

Cras ultricies ligula sed magna dictum porta. Cras ultricies ligula sed magna dictum porta. Curabitur aliquet quam id dui posuere blandit. Nulla porttitor accumsan tincidunt. Donec sollicitudin molestie malesuada. Pellentesque in ipsum id orci porta dapibus. Curabitur aliquet quam id dui posuere blandit. Curabitur aliquet quam id dui posuere blandit. Cras ultricies ligula sed magna dictum porta. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

#### What will we do?

Nulla porttitor accumsan tincidunt. Sed porttitor lectus nibh. Donec rutrum congue leo eget malesuada. Pellentesque in ipsum id orci porta dapibus. Curabitur aliquet quam id dui posuere blandit. Praesent sapien massa, convallis a pellentesque nec, egestas non nisi. Praesent sapien massa, convallis a pellentesque nec, egestas non nisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent sapien massa, convallis a pellentesque nec, egestas non nisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

#### How will we do it?

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### Coming soon

Mission and Positioning.

## Product Feedback

We want feedback on everything product.



#### Evaluate

Help us evaluate the success of our Product teams effort.



#### Understand

Help us better understand how clients use our products.



#### Assess

Help us assess how well products meet user's needs.



#### Uncover

Help us uncover potential innovation opportunities.

Submit feedback

[Back](#)

Published on May 2, 2018



## Roundup - Q1 2018



Curabitur arcu erat, accumsan id imperdiet et, porttitor at sem.

Praesent sapien massa, convallis a pellentesque nec, egestas non nisi. Donec rutrum congue leo eget malesuada. Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a. Sed porttitor lectus nibh.

We're pleased to announce that we can now share these updates with you!

Vivamus magna justo, lacinia eget consectetur sed, convallis at tellus. Cras ultricies ligula sed magna dictum porta. Curabitur non nulla sit amet nisl tempus convallis quis ac lectus. Curabitur arcu erat, accumsan id imperdiet et, porttitor at sem. Vestibulum ac diam sit amet quam vehicula elementum sed sit amet dui.

### Product

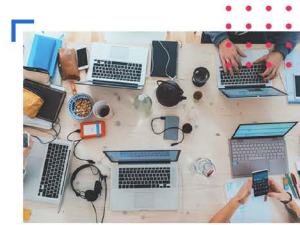
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### Templates

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## Updates.



### Latest product roundup

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Orci luctus et ultrices posuere cubilia Curae; Donec velit neque, auctor sit amet aliquam vel, ullamcorper sit amet ligula. Pellentesque in ipsum id orci porta dapibus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Donec velit neque, auctor sit amet aliquam vel, ullamcorper sit amet ligula.

[Read more](#)

[View all product roundups](#)

### Latest product releases

[View all product releases](#)

Released on June 29, 2018

**DIGITAL ASSISTANT**

#### Personalised product

Donec sollicitudin molestie malesuada. Nulla quis lorem ut libero malesuada feugiat.

[Read more](#)

Released on June 27, 2018

**PLATFORM**

#### Transactions Manager

Proin eget tortor risus. Cras ultricies ligula sed magna dictum porta. Vestibulum ac diam sit amet quam vehicula elementum sed sit amet dui.

[Read more](#)

### Product roadmap

[View product roadmap](#)

Expected in Q3

**PLATFORM**

#### Account Directory

et ultrices posuere cubilia Curae; Donec velit neque, auctor sit amet aliquam vel, ullamcorper sit amet ligula. Pellentesque in ipsum id orci porta dapibus. Nulla quis lorem ut libero malesuada

Expected in Q3

**PLATFORM**

#### Account Directory

et ultrices posuere cubilia Curae; Donec velit neque, auctor sit amet aliquam vel, ullamcorper sit amet ligula. Pellentesque in ipsum id orci porta dapibus. Nulla quis lorem ut libero malesuada

Expected in Q3

**EMAIL REMARKETING**

#### Remarketing

feugiat. Curabitur aliquet quam id dui posuere blandit. Curabitur arcu erat

Expected in Q3

**PLATFORM**

#### Manager

accumsan id imperdiet et, porttitor at sem. Vestibulum ac diam sit amet quam vehicula elementum sed sit amet dui. Pellentesque in ipsum id orci porta dapibus.

## Product Feedback

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