



CURRICULUM VITAE

Name	Philippa (Pip) Lowe	Nationality	New Zealander
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PERSONAL STATEMENT

With over nine years of commercial experience, my knowledge and expertise encompasses print, web and new media in the design of data driven and e-commerce websites. I am a passionate and talented creative director who possesses excellent communication skills. I enjoy working face to face with clients and managing projects from inception through to production.

I am motivated by new challenges and wish to work within a dynamic company that is highly creative and aims to produce excellent results.

EDUCATION

2000 Postgraduate Diploma in Computer Graphic Design with distinction for Academic Achievement
Wanganui School of Design, New Zealand

Certificate in Adult Teaching and Learning

1996 - 1999 Bachelor of Computer Graphic Design with distinction for Academic Achievement
Professor Hazel Gamec Postgraduate Scholarship
Wanganui School of Design, New Zealand

PERSONAL QUALITIES AND SKILLS

- highly creative, great sense of design aesthetic and appropriateness
- excellent skills in conceptual, visual design and content development
- excellent typography skills
- multi-disciplined in designing for print and digital media
- experienced in preparing artwork for print production and press passing
- ability to follow and develop brand guidelines
- meticulous attention to detail
- ability to deliver projects to tight deadlines and budgets
- experienced in managing teams of designers, developers, illustrators and photographers
- clear presentation of ideas to teams and clients alike
- proven experience as a team leader and of building and maintaining client relationships
- able to creatively lead and develop global accounts
- understand project requirements and quickly tailor solutions
- inspire and lead to drive innovation
- excellent perceptive, social and interpersonal skills
- critical thinker & analytical skills.

SOFTWARE PROFICIENCY:

Adobe	Acrobat / Dreamweaver / Fireworks / Flash / Illustrator / InDesign / Photoshop / Premiere
Microsoft suite	Word / Excel / PowerPoint / MS Project / Visio
Languages	HTML / XHTML / XML / CSS plus some knowledge of Action-script
Media editing	Video / Podcasting / Webinars
CMS	Ektron 7.5 / SharePoint / Bespoke
Knowledge of	ASP .Net / Ajax / Java Script / Open Source technologies Web Trends / Google Analytics / Google Ad Manager / W3C guidelines and accessibility issues
Platforms	Windows and Macintosh

WORK EXPERIENCE

Creative Director June 2007 – Present	The Company IQPC IQPC is a global, world leading conference and events company. The company produces in excess of 1,000 events annually; attracting some 100,000 senior executives in industry sectors such as Defence, Energy, Finance, Pharmaceutical, Technology, Transport, Legal, Six Sigma and Shared Services industry sectors. The Position During my time with IQPC I managed a team of between 10 to 15 front-end designers, developers and support staff. This team produced in excess of 1,000 content managed event websites annually for 12 global regions in six languages along with on going corporate and new community based web projects. My initial brief as Creative Director was to set a new tone and creative direction for the design team. This involved the review and reorganization of the team structure to align it with a more progressive online business strategy. Through recruitment and retraining during the first six months the team developed from HTML content editors to competent web designers/developers. Due to the nature of the global business the team was a multi-cultural mix with language specific skills. As well as the creative and management role I also was very involved in overseeing the migration of www.iqpc.com and all the subsequent event websites to a new ASP .Net platform with Ektron CMS. Since launching in 2008 we have continued to develop and optimize internal applications and processes to interface with this solution, leveraging our CRM database, registration and payment solutions. In 2008 I art directed the redesign and production of the company's Shared Services News magazine from a one colour 20 page newsletter to a 32 page monthly glossy magazine generating advertising revenue. Day to day I have been responsible for the overall creative direction and output of the UK team including advising on strategy, architecture, design and implementation of custom built websites which experimented with B2C engagement tactics.
Key Achievements	www.ssonetwork.com I managed the design and development of the www.ssonetwork.com community website in 2007 and continued to project manage the ongoing design and developmental work. Prior to launch website generated 3,000 users per month, following the redesign the traffic increased to 12k per month in 6 months. Highlights include: <ul style="list-style-type: none">- Fully content managed website (Ektron 7.5, .Net) integrated with Exact Target (email marketing) and Chase Payment Tech for online membership subscriptions and renewals- Networking and new media sections including video interviews, podcasts, webinars and presentations- Dynamic content population coupled with internal approval processes- Wrote and presented training sessions and support documentation for business users- Supported Marketing & Editorial staff in CMS training and ongoing use- Targeted Google Ad Manager campaigns across the website- Set up and managed Google Analytics reporting and goal optimization
careers.iqpc.com	I was personally involved in the scoping, wireframes, prototype, project planning, and production to deliver the new careers website in a period of two months. As well as the design and development, I art directed the staff video testimonials and content development. This development initiative required the management of .Net developers and a designer to deliver a new recruitment channel for IQPC. The site allows for potential candidates to apply for positions online as well as gain insights into IQPC as a company. The Internal Human Resources staff manage and post new roles online using Ektron and can access all candidate data through an internal web interface to the candidate database.

- Day to day management responsibilities**
- Creative direction
 - Project managing large scale design and development projects
 - Provide feedback/critiques, test and sign off creative and development work
 - Review online performance with the aim to progress the standard of websites built
 - Develop new ideas for improving internal technology solutions
 - Wrote online marketing, social media and SEO training resources for marketing and process documentation for non technical users to improve the management of website content
 - Implemented an online project management solution
 - Generated productivity reports which translated into business decisions
 - Developed internal training and development resources for team members
 - Mentor and coaching the web designers and developers
 - Run weekly team training sessions and meetings
 - Carry out 3, 6 and 12 month team appraisals

Selection of custom event websites:

www.leansixsigmasummit.com
www.processexcellencesummit.com
www.arctic-exploration.co.uk
www.sharedservicesweek.co.uk
www.psykiatridagarna.se
www.govtechasia.com
www.aftermarket.se

www.sharedservicesapac.com.au
www.localcontentsummit.com
www.smartutilityevent.com
www.sixsigmaasia.com
www.ncweurope.co.uk
www.ssonsummit.com
www.irp-forum.com

More urls available upon request.

**Freelance Designer /
Self Employed**

April 2006 – May 2007

From October 2006 to March 2007 I took some time out to travel and explore entrepreneurial opportunities abroad. During this time I worked on a variety of freelance projects including:

- Branding and a promotional website for an Indian based orphanage charity SCM.
www.shareandcareministries.org

In 2006 I collaborated with Media 52, a Birmingham based web development agency, on a number of e-commerce and marketing websites. Completed and live to date are the following:

- Computer Software Group redesign. www.computersoftware.com
- RPV 4x4 branding and marketing website for an off road vehicle for the disabled.
www.rpv4x4.com
- Camlock the leading supplier of Gas masks and detection devices website
www.camlockuk.com.

Creative Director

Richemont International Ltd
Oct 2003 – March 2006

Richemont is one of the world's leading luxury goods groups, with particular strengths in the areas of jewellery, fashion, luxury watches and writing instruments. The Richemont Group encompasses several of the most prestigious names in the industry including Cartier, Van Cleef & Arpels, Piaget, Vacheron Constantin, Jaeger-LeCoultre, IWC, Alfred Dunhill, Chloé, Montblanc, Montegrappa and James Purdey & Sons to name a few.

The Richemont Internet department had a centrally managed resource that was responsible for providing web development and e-business consultancy services to the Group brands and internal departments.

Reporting directly to the Internet manager, I was responsible for the design and maintenance of a number of new and existing brand marketing and e-commerce websites, web based applications and email marketing campaigns. As well as designing the look and feel of a number of luxury brand websites, I was also involved in the project management and organization of an internal team of designers and developers.

In addition this role also gave me the opportunity to provide guidance on content, website structure, functionality, accessibility and usability issues. I regularly liaised with clients to facilitate in the creation of written content and art directed product photography.

Intermediate Designer

NM Rothschild & Sons

Nov 2002 – July 2003

As a designer in Rothschild's busy in-house studio I was part of a small team responsible for meeting all our internal client needs.

Working closely with the Corporate Events department I designed corporate literature, magazine adverts, event invitations, brochures, delegate conferences packs as well as the in-house magazine and all the 2003 Annual Reports.

Part of my role was to manage and liaise with printers and other suppliers to ensure that the highest quality print production was maintained.

Freelance

Oct – Nov 2002

Various short term positions in legal and financial institutions. Designing corporate literature, presentations, financial reports and flash animations.

Designer

Aug 2000 – Aug 2002

www.neogine.co.nz

My role at Neogine gave me a lot of creative freedom, working both independently and as part of the team on projects from writing the initial brief through concept stage, design, layout and final implementation. This position involved designing to tight deadlines, creating unique artwork, presenting concept visuals to clients, pre-press production and managing clients.

During this time I was involved in designing brand identities, packaging, corporate communications materials, publications, signage and displays, web design and new media applications for a variety of clients including: Government departments, Telecom NZ, small businesses and large corporations.

More detailed information on specific projects can be viewed online at www.piplowe.com

INTERESTS & ACHIEVEMENTS

Competitive sailing: Round the Island 2005-2008, 1st in Sigma 33 class Cowes Week 2008

I regularly play mixed and girls netball, touch rugby as well as enjoying tennis, art, culture, travel and photography.

REFEREES

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