

GEMMA FERGUSON

UI/UX, Brand and Content Creator

A BIT ABOUT ME

Throughout a lifetime of playing sport at a high level I have developed qualities which enable me to thrive in a team environment such as leadership, teamwork and communication. Along with this, I love creating all things digital design including user interface/experience design, branding and social media content. I love learning new skills, continuing to develop and improve my craft daily while studying Interaction Design at Ulster University. Alongside the design aspect, I love being among other like-minded people, where we each have our own skills and the ability to collaborate, pushing each other to be better. Once presented with a project, I am passionate and driven to produce the best solution.

EDUCATION AND QUALIFICATIONS

Ulster University

Present	Interaction Design BDes (Hons) Completed first year - modules involved : Interaction Design Fundamentals, Communication Design, Exploring Identity, Imaging and Data Visualisation). Currently studying with a focus on Creative Entrepreneurship, and Designing with Content.
2018/19	Foundation Year in Art and Design Developing skills across all art disciplines including Graphic Design and Interaction Design.

Ballyclare High School

2011-18	GCSE and AS/A Level Studies A Level : Art and Design - B Digital Technology - B Geography - B AS Level : Photography - A Biology - C GCSE : 3A*, 3A, 1B, 3C (incl. Maths and English)
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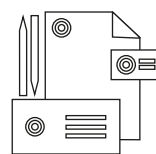
CONTACT

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BT39 9RW

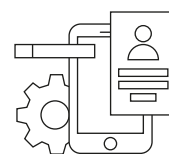
Phone : 07745124195
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Instagram : gemma_ferguson.design

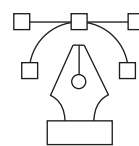
SKILLS



Branding



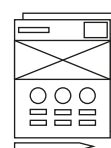
UI/UX Design and Prototyping



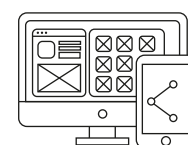
Illustration



Basic HTML and CSS



Wireframing



Digital Advertising Content



WORK EXPERIENCE

SSE Arena

2018 - Current

Hospitality Staff

Working within a team of 5-10 members engaging with customers within the VIP hospitality section within SSE Arena. This role has allowed me to develop people and time management skills and working under pressure while serving food and drink to guests.

Funkey Sports

2019 - Current

Rebrand of Word Mark and Visual Marque Social Media Content Digital and Printed Advertising Materials Sports Coach

Rebranding Funkey has given me experience in developing a Wordmark and Visual Marque for a business owner. Creating a series of social media content to deadlines and developing outdoor and indoor signage such as banners. Being a coach has allowed me to develop my people management and leadership skills while coaching up to forty young children aged from 4-8 years old.

Ulster University Hockey

2018 - Current

Social Media Content Branding Digital and Printed Advertising Materials Hockey Coach

Having gained the experience of managing a sports team's digital platforms, I have been able to develop themed social media content for each match/season. Along with this I have created three brands to go along with community outreach schemes and created outdoor signage such as banners and informative signs. This has allowed me to develop consistency within my work and learn how to work to a weekly deadline. Being a coach has given me opportunity to develop my people management and leadership skills when coaching players aged 8 - 18.

Ballyclare High School

2018 - Current

Indoor Signage External Hockey Coach

Creating indoor informative signage including icon production and illustration has given me valuable experience in creating for educational purposes. Coaching a range of players from 11 - 18 has allowed me to develop my leadership and people management skills.

ACHIEVEMENTS AND EXTRA CURRICULAR

Ulster / Ireland U16 Hockey Team

Ulster / Ireland U18 Hockey Team

Ireland U23 Hockey Team
(2018 - Present)

Ulster U15/U17/U18 Hockey Coach
(2018 - Present)

Bronze, Silver and Gold
Duke of Edinburgh Award

Ballyclare High School Prefect
(2018)

REFERENCES

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