



Ashley Holmes

curriculum vitae

ashholmes.com

07584676399

ash2k4uk@hotmail.com

Passionate about digital with a focus on advertising and over 15 years experience I am very calm and level headed and always up for a new challenge. As well as technology and design. I also have a varied amount of interests from learning Japanese to brewing my own beer! I do also enjoy a really good joke and a laugh too!

Experience

Omnicom Production

March 2025 -

March 2026

Digital Designer & Developer

Role from TBWA TUPE'd into Omnicom Production - using my extensive knowledge of different digital formats across the wider Omnicom group of companies. Designing and creating Web banners using tools such as figma, HTML5 (HTML, CSS & JS, dynamic rich media) adobe creative suite and Omni AI. I would also have involvement in animations for projects using after effects. Responsibilities also included supporting digital producers in scoping new projects - timings and feasibility and any technical queries. I would also help support more junior members of the digital team. Role was made redundant due to company wide restructuring in March 2026.

TBWA/London

March 2022 -

March 2025

Digital Designer

Working on a variety of digital formats, HTML5, DOOH, social posts and website/UX design. Using my flexible range of skills, including After effects, Premiere, illustrator, Photoshop, HTML5 coding. Figma & AI exploration in midjourney.

Stackadapt Sept 2021- March 2022 Creative Strategist

Creative strategist for Ad serving platform (DSP) StackAdapt. Responsibilities included liaising with wider sales team to design and create ad campaigns for clients. (banners, social animation). Communicating design ideas directly to clients. Designing creative briefings to win more business. Suggesting new business ideas to main creative base in Canada. Mentoring more junior members on the UK creative team.

Saatchi & Saatchi London 2015 - 2021 Lead Banner Creative Developer

Lead banner developer at Saatchi & Saatchi. Responsibilities include: Managing other developers, being main point of contact for all banner briefs, technical builds, workflows and overseeing dynamic builds for two of Saatchi's major clients. I also take on a range of duties including After effects motion work for banner creatives/ social/DOOH work, photoshop based storyboards and other work involving adobe creative suite. I also consulted on projects what have digital based technologies.

TAG WORLDWIDE 2012-2015 Senior flash designer

Flash designer working on banner builds, skins and static/gif based creatives. I would also teach/advise less experienced flash designers on how to code in actionscript 2 and 3/gsap animation.

TAG WORLDWIDE 2010-2012 Junior Flash Designer

Junior flash designer working on simple flash animation builds and photoshop work.

Education

MA With Merit - Interactive Design Middlesex University

Achieved Master of Arts degree passing with merit in design in interactive media.

BA (Hons) 2nd Class - Cinematics UEL

Achieved BA (hons) in cinematics - covering areas in film theory and practice - film editing, animation.