

# James Craig

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## PERSONAL STATEMENT

I have just completed a Masters degree in 'Digital Media Management' at the Swedish creative business school, Hyper Island and I am now looking for the opportunity to start working in an environment that really interests me - UX. I feel that my main strengths lie in the ideation process through creative problem solving, I am very organised, decisive, sociable and a good communicator. I really enjoy working in teams but I also have the initiative to work well on my own whenever necessary.

## EDUCATION

### **MA Digital Media Management - July 2015**

Hyper Island, Manchester

- Worked with Salts Healthcare for my Masters Thesis on Human Centred Design in Healthcare.
- Worked on digital media projects for Unilever, NHS, MIMA and Green Peace.
- Modules studied include - Design Thinking, Business Transformation, Digital Technology and Startups.
- Won Hyper Island 'Startup Of The Year' 2014.

### **BA (Hons) 2:1, International Management - July 2007**

University of Hull

- Although I obtained a degree in Management, my course was split 50% in Marketing.
- Modules studied Included - Introduction To Marketing, Marketing Research Studies, E-Marketing, Marketing Planning.

University of North Carolina, USA - August 2003 - June 2004

- I spent one year studying abroad as part of my International Management degree at The University of Hull.

### **A-Levels - July 2001**

Shelley Sixth Form Centre, Huddersfield

Design Technology: B  
Sociology: B  
History: D

### **GCSE's - July 1999**

Shelley High School, Huddersfield

English Literature and Language: B, B  
Maths: B  
Science (Dual Award): C, C  
History: B  
Design Technology: B  
Geography: C  
French: C  
PSRE: C

## **WORK EXPERIENCE**

### **Craig Educational Consultancies - February 2012 - June 2014**

Huddersfield

Responsibilities:

- Try to reach potential customers through Email marketing, Tele-marketing and Direct mail.

### **Foreign Language Teacher - November 2006 - October 2007**

Nova - Tokyo, Japan

Responsibilities:

- Planning lessons, teaching lessons and then evaluating the students.

### **Bar Man - September 2005 - November 2006**

The Cotton Factory - Huddersfield

### **Share Registrar - June 2005 - September 2005**

Capita - Huddersfield

Responsibilities:

- Answer shareholders questions regarding their holdings.
- Update appropriate information on database.
- Liaise with shareholders.

## **PERSONAL INTERESTS**

I love to travel having been lucky enough to work in Japan and study in America but there are still many places left that I would love to visit or work in. Living and working in Japan left me with a passion for Japanese clothing brands and visiting the various Tokyo clothing stores is something that I still miss.

I love music, or more specifically, listening to music. I spend a lot of my free time searching for new music. I have what I'm not ashamed to say an 'obsession' with Swedish music of various genres. I'm not too sure why, but it all started with one album, 'Lesser Matters' by The Radio Dept. I like to try and keep fit by going to the gym as often as possible and I have recently started training for a half marathon.

## **REFERENCES**

References are available on request.