



# Joanne Hughes

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## EMPLOYMENT



### **Shadowfax Media Ltd, Director**

*January 2008 - Present*

Own company split between web/graphic design and Product Lifecycle Management (PLM) consultancy for the retail and apparel industry.

- Lead consultant and project manager for implementing PLM web technologies in international brands and retailers. Includes current business process analysis, new business process mapping and system design, producing scoping documents for development/configuration teams, risk analysis, system testing and champion user training
- Web/graphic design for small - medium businesses. Encompasses wireframe and GUI design, functional scope and implementation, graphic design, search engine optimisation (SEO), branding/logo design, competitor analysis and supporting business literature
- On evaluation team of whichplm.com. Focus in team is advising PLM suppliers how they can improve both functionality and user interface

### **PTC, Application Specialist**

*December 2005 - December 2007*

PTC provides PLM (Product Lifecycle Management) web solutions to multiple industry verticals. This role was within the Retail & Apparel vertical.

- Researched and designed new functional elements of the PLM software, including producing wireframes and screen decks
- Scoped and analysed the requirements of the Advanced Line Planning module and produced a written proposal and screen deck design detailing the functionality and user interface. This work was a key factor in securing contract negotiations with Truworths and also won a company excellence award.
- Produced scoping/proposal documents and project plans
- Contributed to the out-of-the-box template for the PLM software
- Configured tailored demonstrations and presented software to prospective clients at senior management level in international brands and retailers

### **Freeorders, Web Application Specialist**

*June 2002 - November 2005*

Freeorders specialise in offering web-based supply chain solutions to the apparel industry.

- Had in-depth knowledge of 8 web-based applications and presented them to prospective clients at senior management level
- Project managed implementations of 3D garment design software and hosted training courses in international brands and retailers
- Created training manuals, SOW's, project plans and marketing literature
- Managed sales pipeline

## SKILLS



### **Professional**

- Project Management
- Implementation
- Presenting
- Functional/UI Design
- Web Design
- Graphic Design

### **Languages**

- XHTML/HTML
- CSS

### **Software (Expert)**

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Textpattern (CMS)
- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint
- Microsoft Project
- Microsoft Visio
- Cubecart (e-commerce)
- Browzwear (3D garment visualisation)
- Camtasia Studio (training & presentation video software)

## EDUCATION



### **Manchester Metropolitan University**

BA (Hons) Fashion Design & Technology - 2:1