

CREATIVE MARKETING



Jason Ruffell

**PgDip. Ba(Hons),
Dip.RSA, AFHEA**

**Designer / Photographer / Videographer
/ eLearning Professional**



Contents

Experience	4
Qualifications	6
Examples	7
Creativity / eLearning software	8
Personal Projects	9
References	10
Contact	12

About Me

I am a designer and eLearning professional with over 15 years' experience in developing marketing materials as well as learning materials for fully online, blended and classroom environments. I have used a wide range of technology to support these activities making sure that they sustainable, scalable and inclusive.

Experience working on:

- developing marketing campaigns on both a strategic and operational level;
- supporting the marketing needs of organisations in print, digital and social media;
- developing new marketing products and channels to meet changing user demands;
- liaising with print companies and design agencies and print buying;
- design and maintenance of websites to W3C standards;
- development of brands and identity;
- photographic support;
- creating accessible and sustainable resources.

Accomplishments

As the Senior Designer/Web Designer in the Marketing and Publicity unit at The Sheffield College I worked on a wide range of marketing campaigns at both a strategic and operational level. This included both part-time and full-time student recruitment, making sure marketing materials met the needs of each department and the demographic of our learners. This required materials to be produced in print, web-based documents, video, as well as for exhibition purposes, taking ideas through from concept to finished product. I liaised with print companies to make sure products met specification as well as came in on budget. I worked with our press officer to gather case studies for both internal publications and press releases for regional and national press. To monitor the impact of our campaigns we used questionnaires and competitions to gather data as well as analysing website statics on Google analytics. The latter allowed us to see entry points, dead ends and drop-off points, allowing us to adapt the website for a better customer experience.

During a re-brand I took a pivotal role to complete the work when the external company contracted went into administration, developing templates and rolling out a tool-kit to staff. I was also the gatekeeper for the College brand, ensuring it usage was adhered to, and developing sub-brands when new initiatives were rolled out which didn't fit in with the federal structure.

At Durham University I worked with the faculty marketing officer to create a suite of videos in the 'Meet our Staff' campaign, which highlighted the range and breadth of research happening across the faculty. I recorded the footage and edited the final content to meet brand guidelines and the final videos were added to university website. I also refreshed the images used by departments, which were uploaded to the central image bank.

Experience

September 2024 - Present

Assistant Learning Technologist University of Leeds

Responsible for developing content and resources for face-to-face and blended learning and delivering training to up-skill academic staff to enhance their pedagogical approaches. Creating video and 3d Models via photogrammetry.

August 2022 - November 2023

Digital Learning Developer Durham University

Responsible for designing and building learning resources to support the academic activity across 7 departments within the faculty of Arts and Humanities. This required me to work with a diverse range of stakeholders who had different objectives and needs.

October 2013 - August 2022

Technology Enhanced Learning Adviser Sheffield Hallam University

Leading and managing three learning technologists to support staff at Sheffield Business School in developing face-to-face and online courses to meet the business needs of the organisation.

November 2011 - September 2013

eLearning Developer/Web Developer The Sheffield College

Building online courses including GCSE/A Level English, GCSE Maths, Human Trafficking Uncovered and a range of foundation degrees.

March 2001 - November 2011

Senior Designer/Web Designer The Sheffield College

Developing print and digital resources to promote the College. Maintaining and developing the College brand, ensuring all materials produced adhered to these guidelines.

August 2000 - February 2001

Production Manager Motor Trade Publications

Responsible for the production and distribution of a motor trade magazine circulated throughout Scotland and the North of England.

October 1998 - August 2000

Marketing Assistant Sheffield Theatres Trust (Crucible and Lyceum)

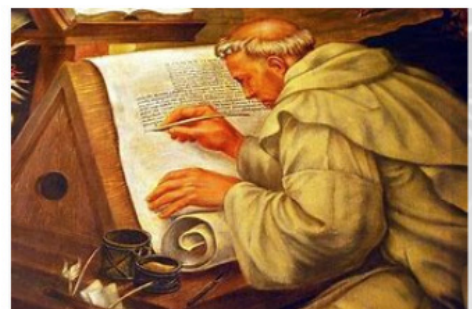
Specialist Visiting Lecturer Sheffield Hallam University

Planning and delivering sessions on marketing production techniques, focussing on the Adobe Creative Suite.

Associate Lecturer Sheffield Hallam University

Teaching on three modules within the Organisational Behaviour and Human Resource Management subject group at levels 4, 5 and 6 to embed, scaffold, and develop employability skills.

Lecturer - part-time The Sheffield College



Welcome to unit two of this module.

The Primary and secondary reading can be found in the read the primary reading before working your way through t

There is supplementary reading in each of the units, which cannot be found online in the library have been added as PD

Essential Primary Source Reading for Unit 2

If the links below do not work please see the reading list on t

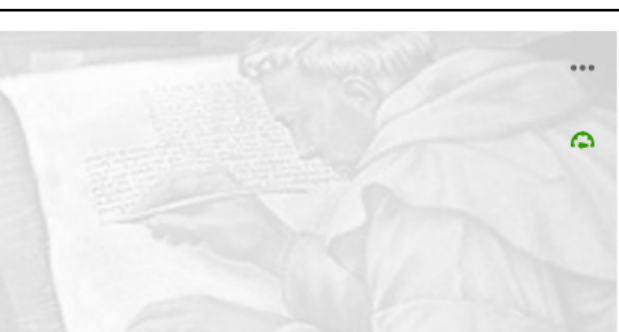
1. Bonaventure: Commentary on the Sentences: Philos

Freelance Photographer / Designer

Taking briefs from clients from concept through to completion, using a wide range of media, video, photography, print and web design.

Work has been undertaken for Food Works, Rainbow Laces, IOD PARC and Thridwave.

I am currently working closely with The General Cemetery Trust in Sheffield to develop interpretation boards to facilitate their education provision around those buried within the cemetery.



ing list attached to this module. We recommend you
he units which can be downloaded below.

an be found in the reading list. Any documents which
Fs below the reading list.

he main page.

phy of God: 1 Sentences, prologue, qq. 1-4, pp. 1-5.

Career Highlights

Development of an online/distance learning MA in Catholic Theology at Durham University, which required liaising with a diverse range of academics who had prior commitments, such as a secondment to the Vatican, requiring negotiation skills in securing their time to complete this project on time.

Within the Business School at Sheffield Hallam University I managed the highly regarded Technology Enhanced Learning team, supporting staff in using technology in the classroom and getting the most out the Virtual Learning Environment (VLE). In the first year of running the team I increased staff interaction with the service by 50% (1009 to 1496 inquiries) and had a continual increase in subsequent years as academic staff came to trust our advice.

Building fully online modules for a Higher Degree Apprenticeship programme in Leadership and Management. The client required online modules to reduce their costs and the time their staff spent away from the office. Modules developed included:

- Reflective Skills for Professional Performance
- Retail Marketing and Brand Management
- Finance for Business Performance
- Managing People Performance

Working in conjunction with the police to interview victims of human trafficking to build up a series of case studies to highlight this crime. These case studies were used in a course to educate frontline services, police, ambulance, prison service and border force, to look for the signs of trafficking and then how to report it if they had suspicions.

Taking 45 students on a ten day cultural visit to Botswana as an exchange programme with out partner organisation, Botswana Accountancy College. This gave students, who many never of had the opportunity to experience different cultures and learn about Botswana's journey from British Bechuanaland Protectorate to independent country.

Teaching on three modules within the Organisation Business Human Resource Management subject group to give students the opportunity to have an authentic assessment opportunity which built additional skills that would be applicable in their future careers.

[A full statement about my career and achievements can be viewed here.](#)

Qualifications

Creative

BA (Hons): 3D Design specialising in Metalwork & Jewellery

- Silversmithing
- Jewellery design
- Business studies
- Crafts and ethnicity

Foundation: Art & Design

- 2D design
- 3D design
- Photography
- Animation
- Video
- Life drawing
- Fine art
- Textiles
- Art history
- Cinema

Management

PgDip: Cultural Policy & Management

- Professional skills in practice
- Research methods and policy analysis
- Cultural policy and strategy
- Management of cultural organisations.

NVQ4: Management

- Develop and implement operational plans for your area of responsibility
- Encourage innovation in your area of responsibility
- Develop productive working relationships with colleagues and stakeholders
- Ensure health and safety requirements are met in your area of responsibility
- Manage business processes
- Promote equality of opportunity and diversity in your area of responsibility
- Manage a project
- Manage the environmental impact of your work

General

GCSEs

Art (A)
Maths (A)
Geography (B)
Physics (B)
Chemistry (C)
English Literature (C)
English Language (C)
French (D)

A Levels

Art (A)
Geography (A)
Film Studies (A)

AS Levels

Archaeology (A)
Sociology (A)

Teaching

University Professional Certificate: Introduction to Teaching in HE - Distinction (AFHEA)

Accredited by the Higher Education Authority

PTTLs: Preparing to Teach in the Life-long Learning Sector

- Roles, responsibilities and relationships in lifelong learning
- Understanding inclusive learning and teaching
- Using inclusive learning and teaching approaches in lifelong learning
- Principles of assessment in lifelong learning

Short Training Courses

- Fundamentals of Online Course Development (Blackboard)
- Child protection/Safeguarding
- Recruitment and selection
- Disclosure of disability act (DDA)
- Press photography
- Handling difficult customers
- Crisis management
- TPI - Investment in Excellence
- Understanding the middle management role
- Illustrator introduction/advanced
- InDesign advanced
- Bookbinding
- MOS Excel
- Understanding social networking
- Writing for the web
- Manual handling and step ladder training

Examples

Video work

These '**Meet our Staff**' videos were produced to showcase research academics were working on, to help promote their courses

Filmed on a Fuji XT3 and XT5, colour graded and edited in Adobe Premiere, audio enhanced in Adobe Audition and additional graphics produced in Adobe AfterEffects.

Content was also produced to showcase the use of technology within the learning environment.

Click on each video to view.



Photogrammetry

3d models made up of 66 separate images using Adobe Substance Sampler to create an interactive object users can explore. [The model is available to view online.](#)



Print

I have worked on a wide range of products for print, including books, stitched and perfect bound, brochures and leaflets, for short runs and up to 100,000 copies. Graphics for walls, four panel stands, pull-up banners and promotional items have also been produced. Products have been sourced to be as environmentally sustainable as possible utilising recycled and FSC accredited stock and minimising plastic waste with alternatives.



Photography

I have covered a wide range of events throughout the UK and across the world, including London Fashion Week and my work has been featured in local and national press.

All photography throughout this brochure has been produced using Canon and Fuji cameras.

- Canon 1DX and 1DX II
- Fuji XT2, XT3 and XT5



Creativity / eLearning software

Virtual Learning Environments and Assessment

Blackboard	Assessment/Blogs/Tests
PebblePad	Portfolios / Workbooks
Turnitin	

Video Conferencing

Zoom
Collaborate
MS Teams

Collaboration

Google Docs	Docs / Sheets / Slides / Draw / Forms
Office 365	Word / Excel / PowerPoint / Forms
Miro	
Padlet	
MS Teams	

Creative

Photoshop	InDesign
Illustrator	3d Substance Sampler
Capture One	Marzipano

Video

Premiere	Audition
AfterEffects	Camtasia
Panopto	ScreenPal
YouTube	Vimeo

Web Development

WordPress
Dreamweaver
HTML5 / CSS3 / JQuery

Other

LinkedIn Learning
Qualtrics

Personal Projects

In my spare time I am a keen photographer and since 2008 have been documenting the rise of Roller Derby in the United Kingdom. This has included covering the first Roller Derby World Cup held in 2011 in Toronto, Canada, for Blood and Thunder magazine, the European championships in 2012, held in Berlin, the first men's World Cup in Birmingham, England in 2013, and the subsequent women's World Cups in Dallas, Texas, 2014 and Manchester, 2018, for the England squad.

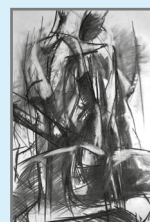
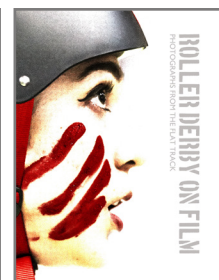
I was the co-editor of Inside Line magazine (UK) and a regular contributor to both Blood and Thunder (issues 16-24, front cover issue 22) and Five on Five (issues 19-23) magazines in the United States. I also supply articles to Lead Jammer (UK) and Deadly Kiss (France). My work has also been used in Ellen Parnavelas' books, Flat Track Fashion, The Roller Derby Look Book (A&C Black) and The Roller Derby Athlete (Bloomsbury).

I have self-published three editions of my photographs and had work featured in both national and regional press.

You can find more about the sport on the [website](#) and see photos from the latest games on the [Facebook page](#).

I publish a regular 'zine' (in print), **'Photographing Boring Places'** as an antithesis to social media and hyper-reality. [All digital editions can be downloaded from my website.](#)

I also undertake experimental image making using 35mm, medium format , 4" x 5" film and the cyanotype process to create unique images, combined with drawing, to have full control over the creative process.



References

Kate Nicholson

Digital Education Manager
University of Leeds

K.A.Nicolson@leeds.ac.uk

Michelle Blackburn

Principal Lecturer,
Organisational Behaviour/Human Resource Management Subject Group
Sheffield Hallam University

michelledblackburn@gmail.com

Mary Hampshire

Associate Lecturer, Public Relations
Department of Media, Arts and Communication
Sheffield Hallam University

m.hampshire@shu.ac.uk





Contact

Jason Ruffell PgDip, Ba(Hons), Dip.RSA, AFHEA
**Designer / Photographer / Videographer / eLearning
Professional**

31 Slate Street
Sheffield
South Yorkshire
S2 3HA

mob: 07581 856 483
email: jasonruffell@btinternet.com
web: www.jason-ruffell.co.uk



All photography © Jason Ruffell 2025
This document has been designed to be accessible.

